BROADCASTING

combined with

Broadcast Advertising

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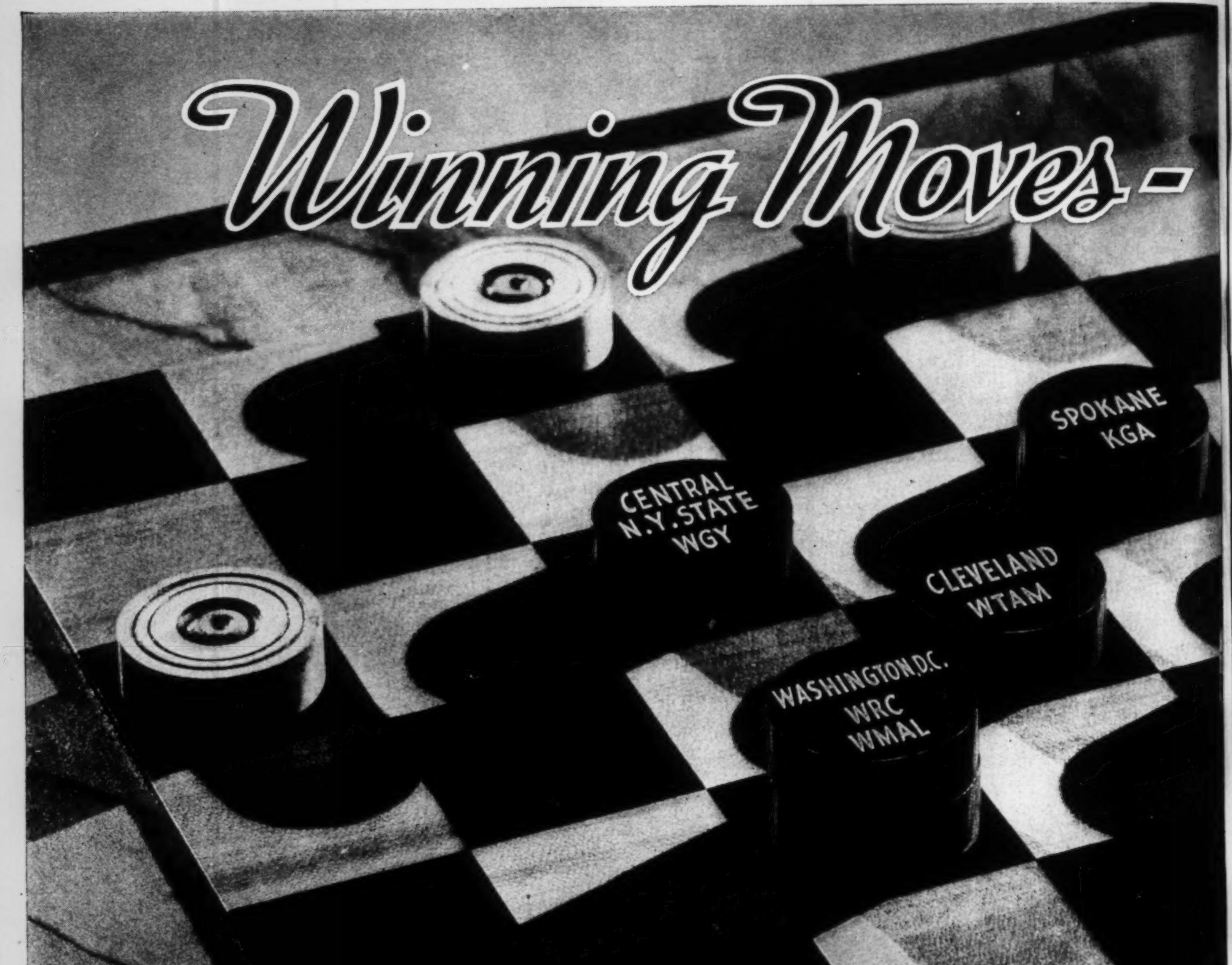
Vol. 5 No. 10
Canada and Foreign $4.00 the Year
WASHINGTON, D. C.
NOVEMBER 15, 1933
$3.00 the Year
15c the Copy

Stan Hubbard OFFERS

A gift of thirteen 15-minute periods—chargeable to advertising — to any advertiser or agency who will make an authentic survey of Minneapolis and St. Paul (the Twin Cities) which fails to prove that KSTP occupies—now as always—the leading position.

Minneapolis **KSTP** *St. Paul*


Winning Moves -
CENTRAL
N.Y. STATE
WGY
SPOKANE
KGA
CLEVELAND
WTAM
WASHINGTON, D.C.
WRC
WMAL
NEW YORK CITY
WEAF
WJZ

All!
PITTSBURGH
KDKA
PORTLAND, ORE.
KEX
DENVER
KOA
NEW ENGLAND
WBZ and
WBZA
SAN FRANCISCO
KPO, KGO,
KYA
CHICAGO
WENR
WMAQ

For a spot advertiser in any or all of these eleven major markets the stations we represent are "winning moves". Judge them from any angle. The answers are the same,—in their respective markets they are getting results, day in and day out, for a wide variety of businesses.

This is due to several things,—good coverage, the popularity and prestige which all NBC stations enjoy, and the applied experience of men who have been associated with radio for many years. Contact the nearest office for information about one or all of the stations and markets.

NBC LOCAL SERVICE BUREAU

NEW YORK
WEAF & WJZ

CHICAGO
WMAQ & WENR

SAN FRANCISCO
KPO, KGO & KYA

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL
PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA

NO OTHER STATION IN THE WORLD COULD WRITE THIS AD!

THOSE who have followed station W-G-N on the air have witnessed radio broadcasting history in the making. W-G-N experimented, innovated, and stepped the fastest pace in bringing new and larger programs to listeners.

This single radio station, the most enterprising in America, has broadcast the great news events of the country to an extent comparable with the two networks. W-G-N, reflecting the world-wide news gathering activities of THE CHICAGO TRIBUNE, has served its listening audiences with brilliant broadcasts of the outstanding news spectacles of the last decade, with its own announcers, over its own leased wires—independent of chain hookups.

In the first month of its existence in May, 1924, W-G-N inaugurated the broadcast of the great 500 mile Indianapolis automobile race, a breathtaking program which lasted nearly seven hours. With a sound-proof broadcasting booth beside the track and with microphones at the foot of the home stretch and back stretch, all over the grandstands and in the pits, the station delivered a technical and thrillingly told story of the vast spectacle. This feature was repeated annually and exclusively by W-G-N.

In 1925 W-G-N showed the radio world how to broadcast the Kentucky Derby and every year since then the colorful and gripping story of the Louisville classic has been brought to the W-G-N audience by its corps of announcing engineers and turf experts.

Also in 1925, W-G-N, at a cost of $1,000 a day for long distance wires, broadcast the entire Scopes evolution trial from Dayton, Tenn.

The courtroom was rearranged to accommodate the microphone requirements, and the testimony of the witnesses, the utterances of the judge, and the pleas of respective batteries of famous attorneys headed by Clarence Darrow and the late William Jennings Bryan were broadcast exclusively by W-G-N.

In 1924 the Tribune station, not content with broadcasting the football and baseball games in Chicago when there were more important contests elsewhere, inaugurated a series of football broadcasts which, over a period of nine years, no other single station can equal.

W-G-N is the only station which has broadcast from every campus in the Big Ten and included in its coverage of great games the campuses of the University of Nebraska, the University of Pennsylvania and the University of Southern California. **In one year alone, 1932, W-G-N sent its announcing and engineering staff to Ann Arbor, Mich.; South Bend, Ind.; Champaign, Ill.; Cleveland, O.; Minneapolis, Minn., and Los Angeles, Cal., the latter being the longest remote control broadcast ever engineered by a single radio station.**

W-G-N has become known as the station which broadcasts FROM greater distances than other stations broadcast TO. In January, 1926, the station rented lines to Washington, D C , to bring to the homes of the middle west the voices of the senators engaged in the heated World Court debate

In 1928 the same crew broadcast the entire Republican convention from Kansas City and the Democratic convention from Houston, Texas, the latter at a cost of approximately $10,000 a day In both convention halls there were only three broadcasters, the networks and W-G-N

In 1926 W-G-N broadcast exclusively an entire performance of Morris Gest's mammoth production, "The Miracle," from the Auditorium theater in Chicago, a moving story of the pantomime accompanying the pickup of the orchestra music.

Again, in 1932, W-G-N scooped the radio world by being the only station, on or off a network, to broadcast every minute of the Republican and Democratic conventions in Chicago, canceling 41 commercial programs to provide the time for the engrossing political sessions. The station was the only major broadcaster to give to the radio audience the presentation of the Democratic platform

In 1931 millions of listeners, through W-G-N's own microphones, attended the funeral services of Coach Knute C. Rockne of Notre Dame at South Bend Indiana, a daring experiment which developed into a beautiful broadcast, praised by all creeds.

In all fields of sport W-G-N has outdistanced every competitor Since the first broadcast of the Chicago city series in 1924 the station has put more baseball games on the air than any other broadcaster in the world. It is the only station that has ever broadcast an evening of boxing matches over its own lines from as great a distance as New York to Chicago.

The enterprise of the station in bringing public figures before its microphone, regardless of distance or expense, has been cheered by the radio audiences. In 1926 an exclusive remote control broadcast of an address by Herbert Hoover was brought from Washington. In 1927 addresses by Senator James E. Watson of Indiana and Senator James A. Reed of Missouri were broadcast over W-G-N lines from Indianapolis and Kansas City respectively.

In 1925 the station staged a debate on prohibition in its own studios, importing two leading exponents of the wet and dry issues, Clarence Darrow and the late Wayne B. Wheeler, at considerable expense. In 1926 the station arranged through its correspondent in Rome, Italy, for the first phonograph reproduction of the voice of Premier Benito Mussolini. Mussolini made his first phonograph record through a W-G-N microphone, and his address of greeting to Americans and Italians in America was shipped overseas and put on the air in Chicago.

In every other field of radio entertainment the station has blazed new trails. W-G-N was the first station in Chicago to have a radio comic strip ("Sam 'n' Henry," now known as "Amos 'n' Andy"), its own composers, its own librettists, reproductions of great historical events, a thirty-five piece dance orchestra in the studio, and its own dramatic, operatic, and musical comedy companies. The fascinating feature, the reading of the Sunday "Funnies" to the children, was originated by the station in 1924.

The station has long been famous for its origination of great radio features and acts. It gave to the radio world, in addition to the above mentioned comic strip, "Clara, Lu 'n' Em," "Little Orphan Annie," East and Dumke ("The Sisters of the Skillet"), "The Singing Lady," and Floyd Gibbons.

The local success of sponsors' features has prompted clients to increase their advertising appropriations to expand to network broadcasts. W-G-N at present is the only radio station feeding features to both of the national networks: "Little Orphan Annie," "Clara, Lu 'n' Em," "The Singing Lady" over the National Broadcasting chain, and "Painted Dreams," "Just Plain Bill," and "The Story of Helen Trent" over the Columbia Broadcasting system.

WGN

Do you wonder why W-G-N is first in popularity in the middle west?

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL

416.4 METERS—720 KILOCYCLES

NATIONAL PRESTIGE . . . SUPERIOR PROGRAMS . . . 25,000 WATTS POWER . . . CLEAR CHANNEL . . . INTENSIVE ZONE 7 COVERAGE

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BROADCASTING
and
Broadcast Advertising

VOL. 5 No. 10 WASHINGTON, D. C. NOVEMBER 15, 1933 $3.00 PER YEAR—15c A COPY

Broadcast Code Awaiting Final Approval

By SOL TAISHOFF

Document Needs Signatures of Johnson and Roosevelt; Longer Station License Term is Favored by Advisor

THE CODE of fair competition for the broadcasting industry awaited only the signatures of Recovery Administrator Hugh S. Johnson and President Roosevelt to become the new economic law of radio as BROADCASTING went to press Nov. 13.

Adopted by the board of directors of the NAB at a special meeting in Washington Nov. 9, the document was promptly submitted to the National Recovery Administration where Deputy Administrator Sol A. Rosenblatt gave it his approval after inserting a new clause under the general labor provisions. This clause which was not a part of the code as adopted by the NAB board, reads as follows:

> Where on Nov. 1, 1933, any broadcaster paid broadcast technicians wages in excess of the minimum herein provided for or worked such employees a lesser number of hours per week than herein permitted, such higher wages and such lesser number of hours shall be deemed to be and are hereby declared to be the minimum scale of wages and maximum number of hours with respect to such stations.

In all other essential details, the code corresponds to the analysis published in the Nov. 1 issue of BROADCASTING. It is published in full text accompanying this article.

48 Hours for Technicians

A 48-HOUR WEEK for technical men, the stumbling block in the final conversations because of objections by labor, is provided for with the condition that during the next 90 days the temporary code authority designated by the administration to invoke the code's provisions make an investigation to ascertain whether it works any undue hardships. Wage and labor provisions for radio artists and performers are left out of the code with a provision for a full study of their status.

Two changes have been made in the temporary code authority by mutual agreement. James Kiernan, of WLWL, New York, was named to replace Emil C. Denemark, WEDC, Chicago, and M. R. Runyon, treasurer of CBS, was appointed in lieu of Henry A. Bellows, CBS Washington vice president. Other members of the code authority, which will serve until it recommends to the NRA administrator, General Hugh S. Johnson, a permanent form of organization, are James W. Baldwin, former Radio Commission secretary and industry advisor on the code to NRA; Edward N. Nockels, WCFL, Chicago, labor advisor to NRA; Isaac Z. Buckwalter, WGAL, Lancaster, Pa.; John Elmer, WCBM, Baltimore; Alfred J. McCosker, WOR, Newark, and NAB president; Frank M. Russell, NBC Washington vice president, and John Shepard III, Yankee Network, special industry advisor to NRA. In addition there may be three representatives to be appointed by the administrator, serving without expense to the industry.

Revised from Original

MR. BALDWIN is expected to become the executive officer of the code authority.

Originally submitted to NRA Aug. 29 through the NAB, the code has been sharply revised from its first form. It is the product of numerous conferences with NRA officials and representatives of various labor organizations. While it doubtlessly will work hardships in isolated cases, majorities in every class of station admit it is the most satisfactory code which could be procured under the circumstances. In direct charge of the negotiations have been President McCosker and Managing Director Philip G. Loucks of the NAB, and John W. Guider, NAB special counsel.

Provision is made for modification of any provisions of the code if proper showings are made that they prove objectionable or unjust in actual performance. Likewise, a new provision allows for appeals to the administrator from decisions of the code authority.

Bars Certain Practices

TRADE PRACTICE provisions of the code remain strongly worded and outlaw practically all of the practices in the broadcasting business which have been assailed as unethical or unfair. These ban rate-cutting, lotteries, per inquiry business, song-plugging and like practices, with provisions made for rigid supervision by the code authority.

With definite acceptance of the 48-hour week for technical men, all other wage and labor provisions of the code, as reported in the Nov. 1 issue of BROADCASTING, remain unchanged.

At the NAB board meeting, the final draft of the code was presented by Managing Director Loucks, who outlined reasons for the few changes effected. It was promptly adopted by resolution, and the board authorized President McCosker to sign the document in behalf of the NAB board.

Baldwin Calls Code Fair

IN HIS REPORT to NRA on the code as industrial advisor, Mr. Baldwin said he considered the document to be fair to both industry and labor and recommended its approval. He stated, however, he could not recommend that the industry make additional "fixed and permanent commitments" unless stations were accorded the full three-year licenses allowed under the law. Licenses now are limited by Commission regulation to six months, making stations vulnerable to attack for their facilities and hampering stabilization of the industry.

Pointing this out, Mr. Baldwin said that, in view of the commitment now being required of every broadcaster under the NRA, "it is a manifest injustice that this industry should be compelled to measure the existence of every one

(*Continued on page 22*)

Full Text of NRA Code of Fair Competition . . .

Article I—PURPOSES

To effectuate the policy of Title I of the National Industrial Recovery Act, the following provisions are submitted as a Code of Fair Competition for the Radio Broadcasting Industry, and upon approval by the President shall be the standard of fair competition for such Industry and shall be binding on every member thereof.

Article II—DEFINITIONS

1. *Radio Broadcasting*, as used herein, means the transmission through space by means of any radio frequency of signals intended to be received, whether audibly or visually, directly by the public.

2. *Radio Broadcasting Industry*, as used herein, embraces the complete operations of all broadcasters, or networks designed for broadcasting as above defined, including, in connection with such operations, the preparation and production of programs, both sponsored and unsponsored, for the purpose of providing entertainment, instruction and general service through the agency of radio broadcasting.

3. *Broadcaster*, as used herein, means any individual, partnership, corporation, association or other form of enterprise engaged in the radio broadcasting industry as above defined.

4. *Network*, as used herein, means any individual, partnership, corporation, association, or other form of enterprise in the business of regularly supplying, by wire or wireless, programs for broadcasting, simultaneously to two or more radio broadcasting stations.

5. *Employee*, as used herein, means any person engaged in the industry and employed by a broadcaster or network at a regular hourly, daily, weekly, or monthly salary or wage, as distinguished from an independent contractor or a professional person who is paid by the job or performance.

6. *Employer*, as used herein, means any broadcaster or network engaged in the industry.

7. *Broadcast Technician*, as used herein, means any person employed for the operation or maintenance of any transmitting, control or input equipment used in radio broadcasting.

8. *Act* and *Administrator*, as used herein, mean respectively Title I of the National Industrial Recovery Act and the Administrator for Industrial Recovery.

Article III—HOURS

1. No employee shall be permitted to work in excess of forty hours in any one week, except those included in the classes enumerated in paragraph number two hereof.

2. The maximum hours fixed in the foregoing paragraph number one, shall not apply to:

(a) Employees in a managerial or executive capacity (including announcers, production men and chief operators) who receive more than thirty-five dollars per week; employees in a managerial or executive capacity (including announcers, production men and chief operators) who receive more than twenty-five dollars per week in radio broadcasting stations in which on July 1, 1933, not more than 10 persons were regularly employed.

(b) Outside salesmen.

(c) Employees on emergency maintenance and emergency repair work

(*Continued on page 23*)

XUM

Schuette Leaves Copyright Job; NAB Realigns Campaign Plans

Other ASCAP "Victims" Will be Asked to Join Fight; Code Approved; Meyers, KOIN, New Director

REALIGNMENT of the copyright campaign of the NAB, under which Oswald F. Schuette has elected to leave his post as NAB copyright director, but remains for the present as head of the Radio Program Foundation, NAB music subsidiary, was devised at a meeting of the NAB board of directors in Washington Nov. 9.

In view of the pending dissolution suit against the American Society of Composers, Authors & Publishers, and financial commitments made incident to it, the board voted to continue Mr. Schuette in office on a retainer basis. Mr. Schuette, however, felt such a step inadvisable. He remains as head of the Program Foundation, a separately incorporated adjunct of NAB formed a year ago after action of the NAB convention.

It is understood that Mr. Schuette plans to coordinate all victims of the ASCAP licensing practice, including restaurants, hotels, and motion picture exhibitors, and thus wage warfare against the organization on a broader front. That line of attack would dovetail with the broadcasters' fight against the music combine.

Mr. Schuette was retained by the NAB to carry on the copyright campaign at the convention held in St. Louis a year ago. Since then, however, the law firm of Newton D. Baker was engaged to represent the industry as copyright counsel. It was responsible, along with Isaac D. Levy, Philadelphia attorney, and an official of CBS and WCAU, Philadelphia, for the filing of the ASCAP dissolution suit on Sept. 1 in behalf of WIP, Philadelphia.

I. D. Levy Handling Funds

MR. LEVY, elected NAB treasurer at the White Sulphur Springs convention last month, has taken over the financial reins in the copyright fight. A readjustment of expenditures for this purpose was found essential, largely as a result of the WIP suit.

Mr. Levy reported to the board that the appeal for funds from stations to carry on the litigation against ASCAP has met with favorable response. Stations are being asked to remit to NAB monthly 10 per cent of the amount they send ASCAP as royalties, the current scale calling for 4 per cent of net receipts plus an arbitrary sustaining fee.

Informal conversations with several members of ASCAP concerning a possible revision of the existing allegedly extortionate contracts were reported by Mr. Levy. He explained he had conferred with publisher and composer members of the organization with a view to feeling out sentiment for a substitute long-term contract in lieu of the present scale, which expires Sept. 1, 1935, with stations called upon to pay 5 per cent of net receipts plus sustaining fees during the final year of the three-year contracts.

It was emphasized that there is nothing official or binding about these conversations, and that the way is left open for further decisions. Mr. Levy will report to the board on whatever develops at these meetings. This new line of effort, it is made clear, in no way affects any other part of the NAB copyright program.

The board also heard from Joseph C. Hostetler, law partner of Mr. Baker, who has been actively engaged in the copyright litigation. He outlined the status of the WIP case, and said preparations now are being made for trial of the case before the Federal Court of Southern New York within the next few months. Questionnaires soon will be sent to stations to procure the necessary data for the trial, he asserted, explaining that meanwhile the Department of Justice and the Federal Trade Commission are continuing their investigations of ASCAP.

Meyers Named Director

C. W. MEYERS, president of KOIN, Portland, Ore., was voted a director of the NAB, succeeding Leo B. Tyson, of Los Angeles, who has resigned. Mr. Tyson, formerly manager of KHJ, Los Angeles, resigned when he left his station post. Mr. Meyers will serve for Mr. Tyson's unexpired term.

The board instructed Mr. Loucks to make a careful study of the association's financial structure, with particular reference to the revised system of dues adopted at the White Sulphur convention, under which stations are called upon to pay as dues two-tenths of 1 per cent of their net sales monthly. Heretofore, a flat rate has been assessed, based on station categories. This study will be made as of next April 1.

The board approved the applications of eight stations for membership, bringing the total NAB roster to 284. These are KGGC, WFBC, KTAB, KRSC, KTBS, WGBF, WABI and W2XR, the latter an experimental television station operated by John V. L. Hogan, in New York.

Attending the meeting were President McCosker, Vice President John Shepard, Treasurer Levy, Managing Director Loucks, and directors H. K. Carpenter, WPTF; W. S. Hedges, KDKA; I. R. Lounsberry, WGR; Walter J. Damm, WTMJ; Lambdin Kay, WSB; W. W. Gedge, WMBC; J. Thomas Lyons, WCAO; Arthur B. Church, KMBC; E. B. Craney, KGIR; Henry A. Bellows, CBS; J. T. Ward, WLAC; F. M. Russell, NBC, and I. Z. Buckwalter, WGAL.

FRIEND'S BROTHERS, Boston (Friend's Baked Beans), in October started a daily spot announcement campaign for one year on WEEI, Boston; WTIC, Hartford; WTAG, Worcester, and WCSH, Portland. Account is handled by Ingalls - Advertising, Boston, and placed through Broadcast Advertising, Boston.

NBC Names Bathrick Detroit Area Manager

Mr. Bathrick

APPOINTMENT of Don U. Bathrick as NBC district manager in Detroit, with offices in the Fisher Bldg., was announced Nov. 10 by Richard C. Patterson, Jr., executive vice president of NBC. Mr. Bathrick was formerly associated with General Motors and the Ford Motor Co., and at one time he was assistant general sales manager of the Pontiac division of General Motors.

When the Buick-Oldsmobile-Pontiac Sales Company was formed, he became regional manager. In 1929, when General Motors purchased the German Opel works, Mr. Bathrick was sent to Germany and spent a year there Americanizing Opel's sales organization. A native of Michigan, Mr. Bathrick attended the University of Michigan and played football under Fielding H. Yost. He served overseas in the Marine Corps and became a captain.

New England Network Signs Four Sponsors On Joint Food Feature

FOUR SPONSORS have been signed for the new participating New England Food Hour, which started Oct. 31 on the New England Network, keyed from WEEI, Boston, and fed to WJAS, Providence; WTAG, Worcester; WTIC, Hartford, and WCSH, Portland. The cooking school program is heard Tuesdays and Thursdays, 2:30-3 p. m. and Saturdays, 11-11:30 a. m., the accounts being handled by Broadcast Advertising, Boston.

Sponsors are Ocean Spray Preserve Co., Southampton, Mass. (cranberry sauce and cocktail); Boston Molasses Co., Boston (Grandma's Molasses); Country Club Soda Co., Springfield, Mass. (beverages), and Virginia Dare Extract Co., Brooklyn, N. Y. Program features Sylvia Winters, formerly with the WGY Household Chat Service, and Dr. Lewis B. Allyn, head of the Pure Food Research Laboratories at Westfield, Mass.

New England Network also reports a new campaign by John P. Squire Co., Boston, in behalf of its "New England Dressed Fresh Pork," starting Nov. 1, two evenings weekly; Swift & Co., Chicago (Formay shortening), two mornings weekly, and Larrowe Milling Co., Detroit (chick feed), two noon periods weekly.

Drug Bill Hearings

OPPOSITION to the so-called Tugwell bill to revise the food and drug laws will be offered by the NAB when hearings on the measure open before a subcommittee of the Senate on Dec. 7, the directors decided at their meeting in Washington Nov. 9. The opposition will be along the lines of the resolution adopted by the NAB convention last month which favored far-reaching changes in the bill as now written.

Station Revenues Show Slight Upturn During September

Transcription Sales Gain 15%; General Trade Analyzed

SEPTEMBER gross radio advertising, revenues from non-network sources, amounted to $1,832,251, as compared to $1,753,038 in August and $2,092,899 in July, according to the third NAB statistical service report issued Nov. 9. The September gross for national spot and local time compared with the combined gross income to NBC and CBS during the same month amounting to $2,102,809 and with gross income to regional networks reported as $14,281.

Total expenditures during the month for broadcast advertising as a whole aggregated $3,949,341, as compared with $3,693,247 during August. The September figure also compares with $38,371,622 spent in newspapers, $7,942,886 in national magazines, and $373,134 in national farm papers.

Division of Business

THE STATISTICS are compiled by Dr. Herman Hettinger, University of Pennsylvania economist, specially engaged by NAB for the purpose. They are based on confidential reports received from individual stations known to be doing more than 25 per cent of the total radio business in the United States.

The September report again showed that local and spot business accounted for the major portion of the revenues of individual stations, being divided as follows by type of rendition:

Type of Rendition	*September National Spot*	*Gross Receipts Local*
Elec. transcriptions	$223,485.00	$80,120.00
Live talent programs	295,023.00	621,018.00
Records ..	2,604.00	49,302.00
Spot announcements..	132,902.00	427,797.00
Total..	$654,014.00	$1,178,237.00

Disk Trade Increases

ELECTRICAL transcription business, according to the report, increased 15.6 per cent over August. There was a slightly greater increase in local transcription volume than in national spot volume, the latter having increased but 11.6 per cent over the preceding month. General live talent business increased 10.6 per cent, while national spot live talent volume rose 16.3 per cent.

"There has been a marked decline in spot announcement volume," the report states, "which may indicate a resumption of advertising effort on the part of the users of radio broadcasting and a willingness of companies to sponsor more ambitious programs. There has been no appreciable change in the record situation since the marked decline which occurred in August."

Commenting on the general business situation, Dr. Hettinger, (whose detailed statistical report is furnished to all NAB members) states:

"The general business situa-

(*Continued on page 46*)

Repeal Raises Vital Radio Policy Problems

Restriction on Newspapers May Send Trade to Broadcasters; State Laws Only Bar; CBS Rejects "Hard Liquors"

REPEAL of the Eighteenth Amendment, with no federal restrictions on advertising of hard liquors over the air in "wet" states, gives promise of bringing considerable new business to radio. While state laws will govern such account placements in every instance, it seems apparent at this time that liquor advertising over the air will be permissible in more than half the states, or those which definitely have repealed their state prohibition laws.

That radio is destined to get a substantial share of the distillers' advertising, at the start at least, is indicated by the fact that the Attorney General already has ruled that liquor advertisements cannot be carried via the mails into states which forbid liquor advertising. This interpretation, together with subsequent rulings by the Post Office department, definitely means that newspapers, magazines and other periodicals advertising liquors cannot be sent into dry states through the mails, and it has the practical effect of banning such publication advertising until Congress acts.

State Laws Effective

INFORMAL views of federal officials that the Reed Amendment, which prohibits the sending of liquor advertising through the mails, in no wise affects radio (See BROADCASTING, November 1), were substantiated during the past fortnight. Since radio broadcasting did not become an advertising medium until several years after the enactment of the Reed Amendment (1917), it was reiterated, it cannot possibly apply to radio advertising of hard liquors. Officials again emphasized, however, that state dry laws must be observed by stations.

Despite the fact that radio is not affected by the Reed Amendment, CBS has announced that it will not accept "hard liquor" accounts. It will, however, accept advertising of wines "with extremely careful scrutiny of the nature of both the entertainment and the advertising content."

NBC Position Unstated

NO WORD has been forthcoming from NBC as to the position it will take with respect to distillers' advertising. It is presumed, however, that, should it accept such accounts, it will exercise utmost care and guard against advertising which might provoke criticism. So far as is known, no distillers' accounts have been signed.

Following the policy of its parent organization, the CHICAGO TRIBUNE, WGN, Chicago, has announced that it will not accept hard liquor advertising. The KANSAS CITY STAR, operating WDAF, also is understood to have rejected distillers' advertising, and it is presumed that the station will be bound by the same policy.

While occasional reports have been received of the auditioning of programs for distillers by independent stations, only one such account actually has been signed. That was by KMOX, St. Louis, which on Oct. 14 announced that Brennan, Francis, Shaw & Roos, St. Louis distributor, had signed an account for one-minute announcements urging the ordering of liquors for delivery after repeal.

In its announcement CBS said it will not carry advertising of whiskey, gin or other "hard liquors," and that the decision had been reached after careful study. Asserting that this undoubtedly involves "the sacrifice of very considerable revenue," the network said the decision was based on the conclusion that it "will best serve the interests of the public."

Mr. Paley's Statement

WILLIAM S. PALEY, CBS president, on Nov. 1 issued the following statement:

> It is with extreme reluctance that we are deciding that a class of merchandise about to be legalized by a popular vote, probably of three to one, shall not be allowed to use our facilities, because we are exceedingly sensitive about impeding any legitimate business enterprise. We feel, however, that the best interests of the vast radio audience are paramount and that a medium which enters the homes of so many millions of persons and which carries its message to groups of listeners of every conceivable assortment is not the proper vehicle for the promotion of the sale of those beverages colloquially known as "hard liquors."
>
> Our decision, on the other hand, to permit the advertising of wines is based on the common knowledge that wine-drinking countries are temperate countries and our belief that the time may have come in America, particularly under present conditions, when millions of our people will welcome the opportunity to be informed about the milder beverages.
>
> We hope that Columbia's decision will be recognized as fitting the peculiar conditions of radio broadcasting and that it will not be construed as intended in any way to reflect on the policies which may be adopted by other media which reach their people in different ways.

As in the case of beer advertising, following legislation of the 3.2 beverage last spring, which brought substantial revenue to both networks and stations, it is apparent that radio will benefit not only from the influx of distillers'

Liquor Advertising: An Editorial

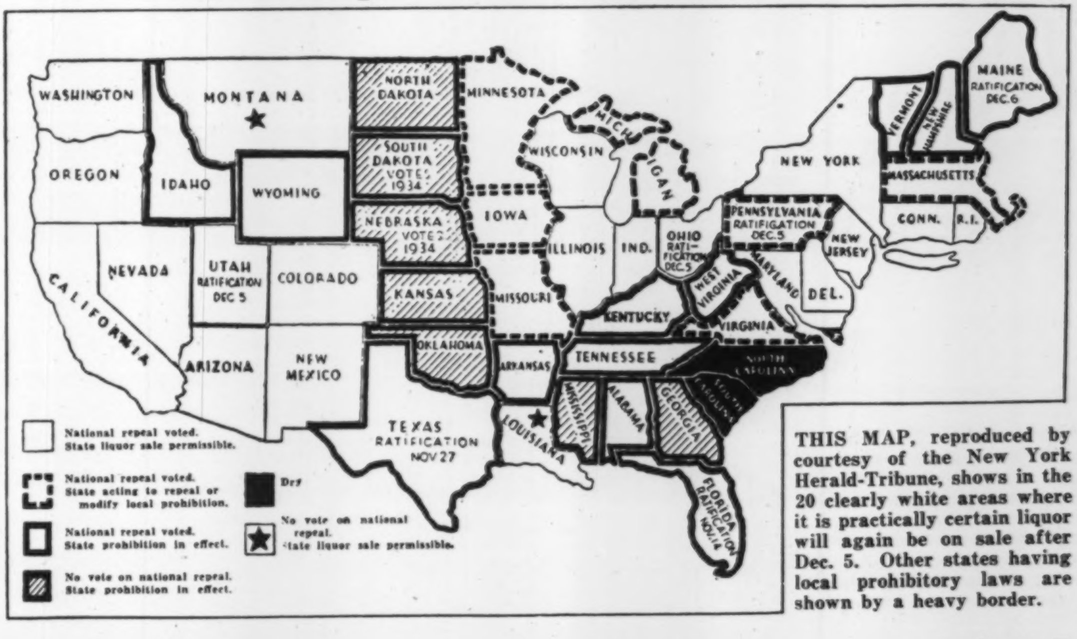
LIQUOR advertising, it is indicated officially, is permissible over the air even though barred in newspapers and periodicals which enter dry states via the mails. Radio naturally would get a good share of this new business even if the Attorney General had not ruled that the Reed Amendment will remain in force after repeal and will prohibit liquor advertisements in publications which circulate in dry states. With this restriction, however, it is reasonable to expect that the bulk of the liquor accounts will go to radio.

The question consequently arises as to the character of advertising stations should accept, particularly in advance of actual repeal. It is our view that those stations that do decide to accept liquor advertising—and some, along with CBS, have indicated they will not handle "hard liquor" accounts—will do well to exercise rigid control over all copy. The safe way, it appears, would be to limit advertising to the institutional type, such as brand name reminders and good-will builders. At the outset, in any event, price mention and solicitation of advance orders should be avoided.

We take this view for several well-grounded reasons. First, it would be good business practice, particularly as broadcasters have it in their power to do it without competition from other media. Secondly, newspapers and other publications, already resentful of radio's success as an advertising medium, will certainly attempt to kick up a fuss over a situation under which whiskey advertising is allowed over the air and denied their publications. Thirdly, complaints already have been registered against newspapers which accepted price and order advertising, even before the Attorney General rendered his Reed Amendment ruling. Finally, there could be no legitimate ground for attack by drys in Congress against the purely institutional type of advertising.

It also might be wise for stations in wet states which serve audiences in adjoining dry states to impress upon their distillery advertisers the desirability of making plain in the sales credits that the beverages are not marketable in those specific states. This, it seems, would effectually stave off any adverse reactions in the states that have elected to remain dry.

Status of Repeal in the Nation and the States


WASHINGTON
MONTANA
NORTH DAKOTA
MINNESOTA
MICHIGAN
MAINE RATIFICATION DEC.6
VERMONT
NEW HAMPSHIRE
OREGON
IDAHO
WYOMING
SOUTH DAKOTA VOTES 1934
WISCONSIN
NEW YORK
MASSACHUSETTS
CONN.
R.I.
NEBRASKA VOTES 1934
IOWA
ILLINOIS
IND.
OHIO RATIFICATION DEC.5
PENNSYLVANIA RATIFICATION DEC.5
NEW JERSEY
NEVADA
UTAH RATIFICATION DEC 5
COLORADO
KANSAS
MISSOURI
KENTUCKY
WEST VIRGINIA
MARYLAND
DEL.
VIRGINIA
CALIFORNIA
ARIZONA
NEW MEXICO
OKLAHOMA
ARKANSAS
TENNESSEE
NORTH CAROLINA
SOUTH CAROLINA
MISSISSIPPI
ALABAMA
GEORGIA
TEXAS RATIFICATION NOV 27
LOUISIANA
FLORIDA RATIFICATION NOV.14
National repeal voted. State liquor sale permissible.
National repeal voted. State acting to repeal or modify local prohibition.
Dry
National repeal voted. State prohibition in effect.
No vote on national repeal. State liquor sale permissible.
No vote on national repeal. State prohibition in effect.

THIS MAP, reproduced by courtesy of the New York Herald-Tribune, shows in the 20 clearly white areas where it is practically certain liquor will again be on sale after Dec. 5. Other states having local prohibitory laws are shown by a heavy border.

accounts but also from the general stimulus to local business and employment.

That extreme caution will be exercised by most stations in the acceptance of distillers' advertising is evidenced in views expressed by station managers. It is pointed out that while there are no restrictions, other than state regulations, on such radio accounts, the very fact that publications are prevented from accepting the same character of business should place broadcasters on their guard.

It is a foregone conclusion, for example, that dry leaders at the next session of Congress will attack hard liquors from every conceivable standpoint. Excesses committed in liquor advertising on the air naturally will be singled out for stinging criticism and also may be attacked by opponents of commercial radio.

Press May Cause Trouble

FAR-SEEING broadcasters add to that latent outburst the agitation likely to be stirred by an unfriendly press, deprived of revenue from this source by the Reed Amendment. It is logical to assume that newspaper publishers, through their trade association, will endeavor to have the Reed Amendment eliminated so as to allow liquor advertising copy to be carried in the mails. Dry states are certain to offer vigorous opposition and have better than an even chance of successfully combatting it.

Failing in this, newspapers and magazines are likely to attack the situation under which radio—a competitor—can accept such business while they are deprived of it. The effort then would be to have Congress enact legislation barring liquor advertising on the air.

Federal officials informally have stated that such a ruling must come from Congress, since radio is interstate commerce and subject only to Congressional regulation. A concerted attack upon liquor advertising over the air, particularly if it develops to the point of blatancy, might be successful in forcing a restrictive act.

Tempered Programs Urged

BECAUSE of these possibilities, leading broadcasters have come to the conclusion that it would be good judgment and sound business insurance to accept no liquor advertising or only such distillers' accounts as will not be provocative and cannot be attacked on ethical grounds. Many stations have expressed the view that good will credits, and brand-name reminders should be the only types of liquor advertising accepted for the time being. Some have indicated that they will not accept price-mentions or accounts soliciting advance orders on liquors to be delivered following repeal.

Another question being considered is that of the best hours for distillers' programs. It is felt that late night hours should be employed, for it is then that the majority of the audience is made up of adults, to whom such advertisers naturally want to address their messages. Secondly, the hours should be when few children are in the audience, an obviously desirable point.

If distillers' advertising follows the course of beer advertising, it is probable that the bulk of the early business will be in the nature of local spot accounts, for the most part placed by distributors and retail outlets rather than by distillers. Widespread advertising campaigns of national products probably will not come until later. Early demand, it is expected, will be so great immediately after repeal that distillers will busy themselves with filling orders, and leave their advertising promotion for later consideration.

Large Wine Estimate

MEANWHILE, however, a large number of distillers and importers, have appointed advertising agencies and are mapping campaigns. Once the hard liquor industry "shakes down," which is expected to come only after a sizable "backwash" from anti-repeal organizations, it probably will become a large source of advertising revenue, as it was prior to prohibition, and as it is in virtually every wet country.

A report from San Francisco, published in the trade press, states that wine producers in the west plan to spend more than $5,000,000 a year for advertising after repeal. This estimate, made by the Bank of America, in California, was said to be based on pre-prohibition records.

From New York comes a report that the supply of American straight and blended whiskies, which amounted to 11,000,000 gallons in storage last June, after blending, will be sufficient to meet estimated demand for the first year after repeal, with uncertainty existing as to the second year. Heavy withdrawals of bonded liquor since last year, it is estimated, will have reduced the estimated supply to about 6,500,000 gallons by the end of the year.

Since the whiskeys on hand are from 11 to 20 years old, it is stated that the 6,500,000 gallons, by blending, could be increased in volume ten times, which would create a supply of approximately 65,000,000 gallons. This, it is said, would be sufficient for the first year's supply.

Lack of definite regulations covering distribution of liquor, once repeal is effected, also has tended to complicate advertising and promotion plans of distillers. Prior to actual repeal, it is expected, this and most of the other problems which have tended to confuse distillers and distributors and their advertising agencies, will have been cleared up.

New Listings of Liquor, Wine and Beer Accounts . . .

FOLLOWING is a new tabulation of liquor, wine and beer listings furnished by *Standard Advertising Register;* these are additional to the beer listings published in the April 1, 1933, issue of BROADCASTING:

THE ALLIED MILLS, Inc., 141 W. Jackson St., Chicago (distillers). Harris Perlstein, President.

AMERICAN LIQUOR EXCHANGE, Inc., 247 Park Ave., New York. Placed by Albert Frank-Guenther Law, Inc., New York.

AMERICAN MEDICINAL SPIRITS Co., Louisville (liquors). Richard E. Wathen.

AMERICAN WINE Co., St. Louis, ("Cook's Imperial Champagne"). Placed by D'Arcy Adver. Co., St. Louis.

BENDINGER & SCHLESINGER, 3rd Ave. & 10th St., New York (importers).

GEO. BENZ & SONS, St. Paul, Minn. (wines).

BROWN-FORMAN DISTILLING Co., Louisville (distillers).

BUNCE ALLEN, Inc., 19 Rector St., New York (wines & liquors). B. Allen, pres.; J. Leoser, vice-pres. and sec. Placed by Birch-Field & Co., New York.

CALIFORNIA GRAPE PRODUCTS Co., San Francisco (wines). Horace O. Lanza, President; Victor Repetto.

CALIFORNIA MISSION VINTAGE Co., Los Angeles (wines). Louis Guerrieri.

V. CASAZZA & BRO., 501 W. Broadway, New York (wines & liquors). V. Casazza, Jr., Chg. Adv. Placed direct.

CHAMPAGNE VINEYARDS Corp. of America, 1819 Broadway, New York (champagne). E. Corney. Placed direct.

CLEAR SPRINGS DISTILLING Co., Chicago (liquors). Thomas C. Dennehy.

CONTINENTAL DISTILLING Corp., Snyder Ave. & Swanson St., Philadelphia ("Dixie Bell" gin).

CORYDON & OHLRICH of Illinois, Inc., 444 W. Grand Ave., Chicago (wines & spirits).

CRESTA BLANCA Co., San Francisco (liquors).

B. CRIBARI & SONS, San Jose, Cal. (wines).

CUMMINS DISTILLERIES, Athertonville, Ky. (distillers). A. J. Cummins, President.

FRANCIS O. de LUZE & Co., 35 William St., New York (importers wines).

DISTILLER & BREWER PRODS. Corp., 21 West St., New York (liquors, wines & beer). Samuel Ungerleider, President; Jack Thomas, Advertising Manager. Placed by The Blackman Co., New York.

EASTERN DISTILLERS SYNDICATE, Inc., 1819 Broadway, New York (liquors). Placed by Lord & Thomas, New York.

ELCO PRODUCTS Corp., 417 E. 43rd St., Chicago (liquors).

EMPIRE STATE WINE Co., Penn Yan, N. Y. (wines). K. W. Schmoker, vice president and treasurer.

FOX CREEK DISTILLERIES, St. Louis (distillers).

FRANKFORT DISTILLERIES, Louisville (distillers). Placed by Young & Rubicam, New York.

E. FUCINI & Co., Inc., 524 W. Broadway, New York (wines). S. Fucini, secretary in charge of advertising.

THE GALIVINO Corp., Los Angeles (wines). R. E. Montgomery, H. C. Dunning, James Morris.

L. GANDOLFI & Co., 405 Lexington Ave., New York (wine & liquor). Placed by System Adver. Service, 55 West 42nd St., New York.

JOS. GARNEAU Co., Inc., 1819 Broadway, New York (wines). Victor Cleeren, in charge of advertising. Placed direct.

GRAYSTONE WINERIES, San Jose, Cal. (wines). Grant & Wadsworth & Casmir, Inc., New York.

GREATER KENTUCKY DISTILLERIES, Louisville (distillers). Evans, Nye & Harmon, Inc., New York.

THE GUGGENHEIM Co., Washington, D. C. (wines).

HENRY TRADING Corp., 157 Chambers St., New York (wines & liquors). John Stickel, in charge of advertising.

LA SALLE PRODUCTS, Inc., 1612 W. National Ave., Milwaukee (wines).

LYNCH & Company, Jefferson City, Mo. (distillers).

THE E. G. LYONS & RAAS Co., San Francisco (Lyon's Belvista Cal. wines). Placed by Emil Brisacher & Staff, San Francisco.

McCORMICK'S MERCANTILE & DISTILLING Co., St. Louis (distillers).

MAISON PICHEL, 83 Beekman St., New York (wines & liquors). Ralph Pichel. Placed by Grant & Wadsworth & Casmir, Inc., New York.

JOHN C. MEIER GRAPE JUICE Co., Cincinnati (wines). Clifford P. Sonneman, president; Henry O. Sonneman, in charge manufacture & sales.

MONDETTE & Co., 286 Spring St., New York (champagne). Placed by Doyle, Kitchen & McCormick, New York.

MONOPOLE VINEYARD Corp., 249 10th Ave., New York (wines). Herbert Grisenhagen, in charge of advertising. Placed direct..

MONSANTO CHEMICAL Co., Everett, Mass. (alcohol). Edgar M. Queeny, president.

JAMES MORONEY, 205 So. 13th St., Philadelphia (importer liquors). James Moroney.

MOUNT HELENA-CALISTOGA WINE Co., 901 Battery, San Francisco (wines). Angelo Petrie, president.

MONT-ROUGE WINE Co., San Francisco (wines).

NICHOLAS & Co., Inc., 611 Lexington Ave., New York (importers wines, liquors, etc.). G. Nicholas. Placed direct.

OLD COLONY WINE Co., 1248 Palmetto St., Los Angeles (wines).

OLD ROSE DISTILLING Co., 20 E. Jackson Blvd., Chicago (distillers). M. L. Rose.

ORIGINAL PILSNER BEER IMPORTING Co., 11 West 42nd St., New York (beer). Dun Sielcken, in charge of advertising placed by McCann-Erickson, Inc., New York, & World Wide Adver. Corp., New York for foreign language newspapers.

PENNSYLVANIA DISTILLING Co., Logansport, Pa. (distillers).

PROST & COLAHAN, 228 West 23rd St., New York (importers). Placed direct.

PURITAN WINE Co., Paw Paw, Mich. (wines). James Marcelletti, president.

PUBLICKER COMMERCIAL ALCOHOL Co., Philadelphia.

RECORDS & GOLDSBOROUGH, Inc., 10 E. Lombard St., Baltimore. (wholesale liquor merchants). Felix V. Goldsboro.

LEON RENAULT & Co., 116 Broad St., New York (wines & liquors).

OTTO SCHMIDT WINE Co., 1229 So. Wabash Ave., Chicago (wines). Herman Schmidt.

ALEX D. SHAW & Co., Inc., 15 Moore St., New York (wines, whiskies & brandies). Munson G. Shaw. Placed direct.

SHERWOOD DISTILLING & DISTRIBUTING Co., Baltimore (liquors).

SHEWAN-JONES, Inc., 85 Second St., San Francisco (wines).

STEINWENDER DISTILLING & IMPORTING Co., Jefferson City, Mo. (distillers).

STURGES-MORSE, Ltd., New York (liquors). Hudson Adver. Co., New York.

TONKIN DISTRIBUTING Co., 841 Howard, San Francisco (importers).

WAYNE BREWING & DISTILLING Co., Detroit (distillers). William Brushaber, President.

WHITE TOP CHAMPAGNE Co., Hammondsport, N. Y. (wines).

WINES OF FRANCE Ltd., 126 West 55th St., New York (wines). Monroe S. Gouldings, managing director. Placed by John P. Kane, 16 Park Ave., New York.

WRIGHT & TAYLOR, Louisville (liquors).

Radio as a Medium for Department Stores

By WILLIAM C. ROUX

Sales Promotion Manager, NBC Local Service Bureau

Survey Shows Results Have Been Obtained by Perseverance; Retail Sales Power Proved by Numerous Successes

DESPITE the skepticism of many department store advertising managers, radio has already proved itself as a medium for department stores and smaller retail establishments. To satisfy such a skeptic and to support his own observations, Mr. Roux set out to compile as many facts as possible on retail radio advertising, which he included in a survey. Some of his findings are reported in this article. The NBC Local Service Bureau recently started a direct mail campaign among department stores in cities where NBC stations are located. Mr. Roux had considerable department store advertising experience before becoming associated with the network. Copies of the full survey may be procured from Mr. Roux.

Mr. Roux

ONCE UPON a time radio advertising was an out and out experiment. It was then that a few hardy pioneers stepped forward and said something like this: "We'll try it. It can't do us any harm." Unknowingly, these pioneers paved an untrod road and made a boulevard of it.

For radio advertising has surprised even the most sanguine of those engaged in promoting it commercially. It has proved itself so conclusively in so many different fields of local and national business that one wonders how anyone still can be skeptical of its sales power.

Proof Demanded

NOT LONG ago, I was talking about radio advertising to a friend of mine, the advertising manager of a large department store. "No doubt," he said, "radio has done a lot of remarkable things. We've considered it. But we can't afford to experiment with it in these times. Business is too tough. We know what media will bring us business and they bring us about all we have a right to expect. Oh, I know your answer to that and I've pounded the same thing myself — spend more money to get more business. But it doesn't work with the powers that be. We can't get any more money. And if we could I doubt that I'd recommend spending it on radio. I don't know what it can do for us and I can't take chances."

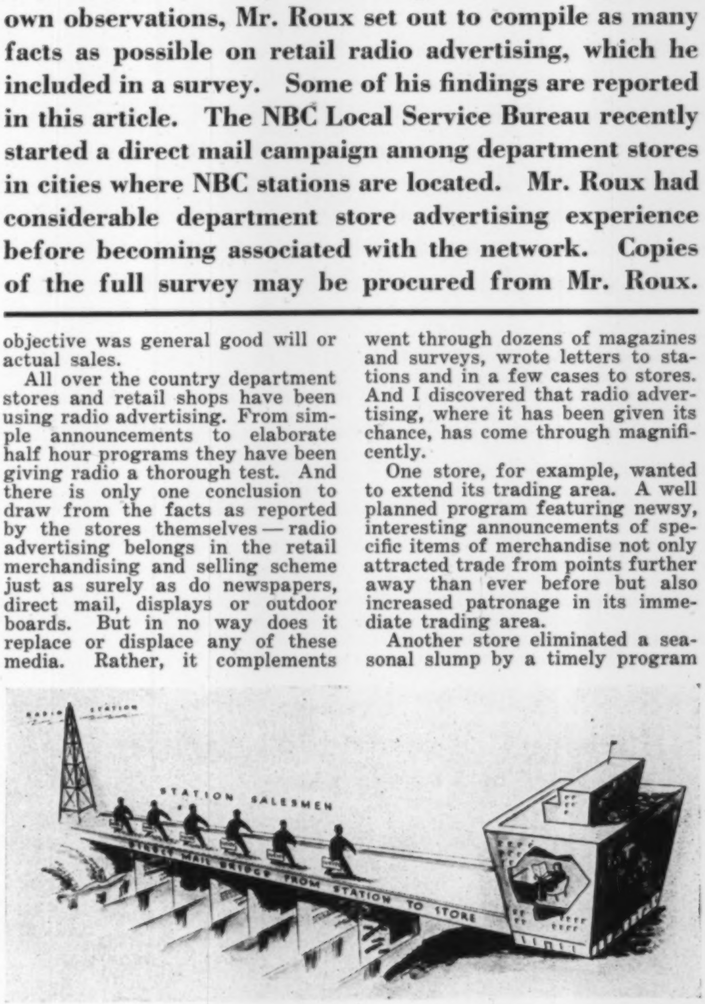
Of course, I argued with him, citing examples of radio's success, sketching L. Bamberger and Company's experience, talking about Macy's, mentioning Marshall Fields.

"That's all very well," he replied, "but they are exceptions. Bamberger and Macy own a radio station. Marshall Fields has a national as well as local business to build up. What we need is direct proof that business can be gotten, that the mention of a piece of merchandise on one day will result in sales the next. Prove to me that we can get business and check that business against radio and I'll begin to take you seriously."

Abundant Proof Found

PERHAPS he was "tougher" than the average. Perhaps he was putting me "on the spot". Be that as it may, I set to work to unearth as many facts about department stores and radio as I could. Quite a bit of material was available, more than I anticipated. And what a story it told! With a few exceptions it had done a job whether its objective was general good will or actual sales.

All over the country department stores and retail shops have been using radio advertising. From simple announcements to elaborate half hour programs they have been giving radio a thorough test. And there is only one conclusion to draw from the facts as reported by the stores themselves — radio advertising belongs in the retail merchandising and selling scheme just as surely as do newspapers, direct mail, displays or outdoor boards. But in no way does it replace or displace any of these media. Rather, it complements them, adds power to their already established strength and very definitely increases the sales tempo of each.



RADIO STATION
STATION SALESMEN
DIRECT MAIL BRIDGE FROM STATION TO STORE

An advertising salesman can talk himself blue in the face—and often does—about circulation, editorial standing, market coverage, etc., without getting the business. But let that same salesman say "So and so did such and such in our paper (magazine, on our boards or radio station) and they got these results!" Immediately the buyer pricks up his ears. For results are what he must get. And results are what have earned for radio a primary place in today's advertising campaigns.

I have tracked down results. I went through dozens of magazines and surveys, wrote letters to stations and in a few cases to stores. And I discovered that radio advertising, where it has been given its chance, has come through magnificently.

One store, for example, wanted to extend its trading area. A well planned program featuring newsy, interesting announcements of specific items of merchandise not only attracted trade from points further away than ever before but also increased patronage in its immediate trading area.

Another store eliminated a seasonal slump by a timely program which offered a weekly prize to people who sent in names of songs which the artists could not remember or did not know. Thousands of titles were sent in and business came with them.

An increase of $40,000 for the year was definitely attributed to radio . . . 1400 men's suits were sold in nine days to buyers from 170 different towns and cities outside the city in which the store was located . . . A Chicago store, in twelve weeks' time, brought in on Saturdays more than 15,000 children with their mothers, sisters and other family members . . . Style talks built a large following for a Pacific coast department store. . . .

But to me the greatest story of a success that has been told was one published a few months ago in this very magazine. It had to do with a store which sold an amazing quantity of goods *for cash* during the bank holiday and succeeding weeks when the assumption was that there was no money in circulation. What is more, the goods were luxury items—rowing machine, Rogers silverware, yards of silk. It was all new merchandise, advantageously purchased and sold at a profit. Ninety-two percent of the sales were for cash.

These are but a few of the things I discovered. I found several comments from retailers who had not had satisfactory results. It is interesting to note, however, that all were due to lack of persistence, as for example: "We tried radio advertising for several weeks, but could not see that it was doing us any good to continue it." That is like saying, "We put a couple of advertisements in the paper and got no business so quit it." The chances are that the radio program was not as well planned or as well merchandised as it should have been and that it did not have time enough to prove itself.

The answer may be in this comment, "We did a little broadcasting last fall for about a month but *not enough* to do any good." Or in this one, "For a long-pull investment, radio advertising is profitable. It requires courage and patience. Many months went by before anyone responded to our broadcasting. Thereafter, two to five prospects called daily and this ratio has continued regularly ever since."

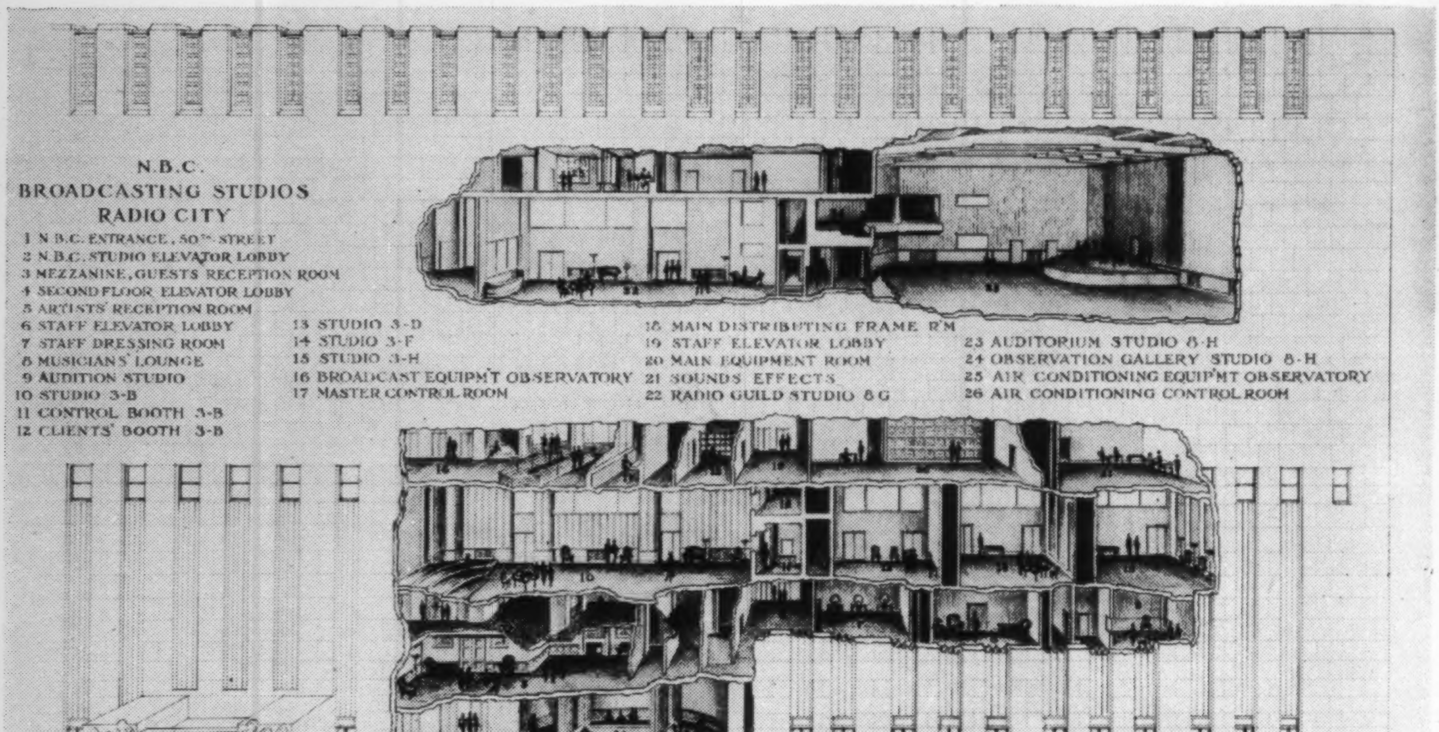
No Magic About Radio

IT IS the old story of repetition. Radio advertising has no magic hat from which it can pull rabbits. Merely saying "open sesame" at its door is not going to flood a retailer with orders for furniture, clothing or dishpans. Planning, merchandising, cooperative advertising are as essential to its success as salable goods. And the program's the thing! Radio advertising given the same chance as other media — careful planning, smart merchandising, support from displays, etc.—becomes as indispensable in the scheme of retail selling as other primary media.

There is a distinct need for fashioning sharper sales tools to meet present day retail selling conditions. Radio meets that need. And every day there is more evidence that department stores and retail shops the country over are realizing it. Incidentally, my friend, the advertising manager, is evincing a real interest. Who knows? Next year he may break down and "take a chance."

A COMEDY show based on the artist Soglow's famous NEW YORKER magazine king, the figure used currently in Standard Oil newspaper copy, was auditioned for the company in the NBC Chicago studios during the latter part of October.

NBC Occupies New Quarters in Radio City: A Doll's House View


N.B.C.
BROADCASTING STUDIOS
RADIO CITY
1 N.B.C. ENTRANCE, 50TH STREET
2 N.B.C. STUDIO ELEVATOR LOBBY
3 MEZZANINE, GUESTS RECEPTION ROOM
4 SECOND FLOOR ELEVATOR LOBBY
5 ARTISTS' RECEPTION ROOM
6 STAFF ELEVATOR LOBBY
7 STAFF DRESSING ROOM
8 MUSICIANS' LOUNGE
9 AUDITION STUDIO
10 STUDIO 3-B
11 CONTROL BOOTH 3-B
12 CLIENTS' BOOTH 3-B
13 STUDIO 3-D
14 STUDIO 3-F
15 STUDIO 3-H
16 BROADCAST EQUIPM'T OBSERVATORY
17 MASTER CONTROL ROOM
18 MAIN DISTRIBUTING FRAME R'M
19 STAFF ELEVATOR LOBBY
20 MAIN EQUIPMENT ROOM
21 SOUNDS EFFECTS
22 RADIO GUILD STUDIO 8 G
23 AUDITORIUM STUDIO 8-H
24 OBSERVATION GALLERY STUDIO 8-H
25 AIR CONDITIONING EQUIP'MT OBSERVATORY
26 AIR CONDITIONING CONTROL ROOM

By GILBERT CANT

WITH the letters "RCA" tapped out in code by David Sarnoff in London, the new Radio City headquarters of the National Broadcasting Company were formally opened Saturday, Nov. 11. The trans-Atlantic electrical impulse operated relays which turned on a battery of floodlights around the 70-story RCA Building to signalize the exact moment of official opening.

The president of RCA was in London, but the managing director of the British Broadcasting Corp., Sir John Reith, sat on the platform in the Auditorium Studio in Radio City. With him were General James G. Harbord, chairman of the RCA, and Owen D. Young, chairman of General Electric Co. Three rows back, on the center aisle, sat William S. Paley, president of the Columbia Broadcasting System, who was greeted as "Bill" by Merlin H. Aylesworth, president of NBC.

In addition to the chief executive officers of the three largest networks in the world, an audience of 1,200 looked on as the dedicatory exercises progressed.

Studio H, on the eighth floor, 78 feet by 132 feet and three stories high, was the scene of the dedication. At the back of the stage were the 200 members of the Schola Cantorum. At the front was the 90-piece symphony orchestra, and in the audience distributed between the floor of the studio and the gallery above were representatives of the broadcasting business, the Federal Radio Commission, advertising agencies, sponsors, the press and other interested groups. Conspicuous among those present were Col. Louis McHenry Howe, secretary to President Roosevelt; Roy Howard and W. W. Hawkins, chairman and president of Scripps-Howard; Karl Bickel, president of United Press; Joseph V. Connolly, president of International News Service; Radio Commissioner Harold A. Lafount, and S. L. ("Roxy") Rothafel.

At 8 p.m. a fanfare of trumpets from the top of the building opened the program. After the "Star Spangled Banner" had been played, Mr. Aylesworth spoke to the radio audience, comprising the listeners to both Red and Blue networks, the Canadian affiliated stations, and those tuned in to the short-wave transmitters.

Mr. Aylesworth carried his appeal direct to the people—to the listeners who patronize the sponsors of radio programs. "To the extent that the public has manifested again and again its patronage of those companies which advertise on the air," he said, "you have given a striking indication of the responsiveness of radio broadcasting. I convey, therefore, on behalf of the clients of the National Broadcasting Company, the various businesses that you are helping to make successful, a deep

(*Continued on page 45*)

President Roosevelt's Felicitations

THE WHITE HOUSE

November 11, 1933.

My dear Mr. Aylesworth:

It is with no little pleasure that I extend to you sincere greetings and felicitations upon the formal opening of the new National Broadcasting Company's red and blue networks from Radio City to the nation.

Radio is an invaluable instrumentality for public service. Its values to the country are manifold—educational, recreational, entertaining, and serving also the common needs of the people and the Government.

Despite the splendid advancement made in recent years in the science of radio, I do not concede that it has yet been developed to the point where it approaches a full utilization of opportunities that it has in store for service to mankind.

It is my judgment that nothing since the creation of the newspaper has had so profound an effect on our civilization as radio.

To you who are associated in this development, I extend congratulations and hope that your initiative and enterprise will be as successful in future applications as they have been in the past.

My best wishes.

Very sincerely yours,
FRANKLIN D. ROOSEVELT.

Results From Short-Time Programs

Four-Day Campaign on Seven Stations Moves $200,000 Worth of Radios From Warehouses to Retailers

A RADIO campaign does not necessarily need several weeks to build up an audience large enough to make it worth while, according to Mr. Butterworth, who is president of Bert Butterworth Productions, a past president of the Los Angeles Advertising Club, and originator and producer of the original Gilmore Circus and the Royal Order of Optimistic Do-Nuts. To prove his point he recalls how a brief but intensive promotion drive in Los Angeles enabled a radio set distributor to clear his warehouse in record time.

By A. A. BUTTERWORTH

Mr. Butterworth

CAN A short-time radio program actually produce results? That is, a campaign lasting less than a week.

Of course there are some agency men and radio producers who think a program can go on the air and inherit an audience. But that, of course, is a debatable subject. My own reaction has been that fans have a decided tendency to tune in on special features and it is entirely up to the sponsors or producers to earn an audience.

By far the majority of radio advertising technicians believe it is necessary to insist on a long term contract. Opinions on the length of time naturally differ a good deal with perhaps the quarter period of 13 weeks as the commonly accepted measuring stick of radio success.

A Whale of a Difference

BUT THERE have been times when a three or four day campaign has meant perhaps the salvation of a merchandising organization or at least the difference between profit and loss in a whirlwind sales campaign.

That was more or less the situation, some time ago, when we produced a rapid-fire radio campaign for the then Sparton distributors—Pacific Wholesale, Inc. of which Walter D. Fagan was president.

We planned the drive somewhat as follows:

(1.) Tie up all stations in an area and inherit an audience; (2.) Use other media such as newspapers, dealer displays, direct mail, billboards and so forth; (3.) Name value (box office) in performers; (4.) Floating radio announcements the day before the series.

Number one of course is now frowned upon, and a resolution before the Radio Commission would make it unlawful to tie up a group of stations in one area.

Seven Stations, Four Days

OUR SPARTON campaign was given over seven stations for four days. The first three days this was in the form of a half hour simultaneous broadcast but with a 60-minute program for the wind-up.

The series was in complete continuity form and ended with a prosperity banquet. Though the entire four programs were blended into a whole, each episode also was more or less complete in itself.

The story was woven around a trainload of Sparton radio sets being shipped from the factory in Jackson, Mich., through Arizona to southern California, where Pacific Wholesale, Inc., acted as distributor for Southern California and the state of Arizona. Arizona dealers were so insistent in their demand for Sparton sets that they were going to try and high-jack the shipments, so the script said, in order to get a supply of Spartons to supply the holiday demand. The motif was to stress the fact that there might not be enough Sparton sets to supply all demands.

Merchandising Results

AS A RESULT, when the four programs were over, some 150 retailers in and around Los Angeles opened their store doors and found customers waiting on the doorstep.

As a preliminary to the radio campaign we combed the town for "name" acts and exploited them in paid copy in the papers, on quarter sheets sent to all dealers within a 50-mile radius of the city and also on billboards, as well as in the floating KNX announcements just before the broadcasts.

Now to its merchandising aspects. Some $200,000 worth of radio sets were involved in the four-day campaign. While the program was going on (Monday to Thursday inclusive) this entire stock was moved from the warehouse floors of the distributors to the retail dealers, who brought them in small quantities.

I think that radio was the deciding media in the campaign. All the other avenues of publicity were merely supplementary.

While the idea moved radio sets, it would be just as adaptable to a shipment of dress goods, shoes, or almost any other item of merchandise.

Columbia News Service Asks Admission Of Reporters to Capitol Press Galleries

Applications Will be Made to Congressional Committees Because of Denial by Correspondent's Group

PRESS GALLERY facilities for radio reporters assigned to cover Congress are being sought by the Columbia News Service, Inc., recently created subsidiary of CBS, through Henry A. Bellows, Washington vice president of the network.

A letter filed by Mr. Bellows with the Standing Committee of Correspondents, which passes on applications for press gallery membership, constituted the first formal move for recognition of broadcasting in the covering of Washington news. This committee, at a meeting on Nov. 6, denied admission to the gallery of three Columbia News Service representatives on the ground that the gallery rules precluded all except accredited correspondents of newspapers or associations requiring daily telegraphic service.

Favorable Action Seen

THIS ACTION was anticipated, and now clears the way for formal application by Mr. Bellows to Speaker Rainey of the House and Senator Copeland (D.) of New York, chairman of the Senate Rules Committee, who exercises jurisdiction over the galleries. It is expected that these legislators will be asked to give radio gallery facilities equal to those of the press.

Because of the tremendous public interest in news broadcasts, ultimate favorable action is regarded as virtually certain despite the opposition of certain press groups, notably EDITOR & PUBLISHER, trade publication of the newspaper industry. This publication, upon filing of the Bellows' petition, attacked it as a "menace."

It is believed in some quarters that a special act of Congress is necessary to admit radio reporters to the press gallery or to create a new "radio news gallery." Such legislation, if found essential, normally would be originated by Speaker Rainey and Senator Copeland as the respective heads of the two houses on such matters.

Approval of the Columbia request, of course, would open gallery facilities to all accredited radio stations, upon proper application. So far as is known, no other stations or radio organizations have taken steps for recognition as news gathering or "publishing"

(Continued on page 29)

Radio Puts Across Pet Shop's Fiftieth Anniversary Sale

WCKY Gets Regular Sponsor After Special Broadcasts

WHAT CAN a pet shop do with a radio program?

Albert J. Ewald, manager of Ewald's, Inc., Cincinnati's oldest and best known pet store, found out. Ewald's decided to celebrate its fiftieth anniversary in business with a Golden Anniversary sale. Sells Stites and Sam Levy, of the Keelor & Stites Co., Cincinnati agency, mapped out a campaign, which included use of small space in one daily paper and three radio programs a week over WCKY, Cincinnati.

2,000 Persons Respond

EWALD'S opened the sale drive with two 5-minute programs on WCKY, the afternoon of Oct. 6 and the morning of Oct. 7. This was followed by a 15-minute program on Sunday afternoon. The first two broadcasts and one newspaper ad on Friday brought 2,000 persons into the store on Saturday. On the Saturday program Ewald's offered a free midget turtle to every child coming in that afternoon accompanied by a parent. They gave away 400 turtles that day.

For the next three weeks of the sale the WCKY broadcasts were 5-minute programs on Tuesday and Saturday mornings and quarter-hour offerings on Sunday afternoon. The sale was a complete success, and Ewald's will continue to use WCKY.

Devises Canary Chirp

THE GOLDEN Anniversary sale programs, planned by Kellor & Stites, were unusual, featuring recorded music with bird accompaniment. The supply of such records is comparatively small, so Don Winget, WCKY sound effects department head, built a complicated device of his own design, which through a system of water-whistles allowed the canary accompaniment to be used as a background for smooth waltz recordings.

"I am delighted with the results of this advertising," Mr. Ewald said in a letter to the Keelor & Stites Co., adding his congratulations "upon this excellent and tangible response to a comparatively small amount of advertising, well handled and well timed."

The broadcasts went over so well that Ewald's decided to extend its Golden Anniversary sale a week. The regular program consists of dialogue, with the locale a pet shop. Customers' questions are answered and listeners are invited to send in their own problems concerning pets. As an added public interest feature, Ewald's now also is offering to broadcast descriptions of lost pets on their program without charge.

CALL LETTERS of the Keystone Broadcasting Corporation station at Harrisburg, Pa., were changed by the Radio Commission Nov. 4 from WCOD to WKBO.

Trial of Copyright Test Suit Looms as ASCAP Files Reply

Society Says Broadcasters Want "Free Music"; Answer Evades Extortionate Royalty Charge

TRIAL of the dissolution suit against the American Society of Composers, Authors & Publishers filed by WIP, Philadelphia, in the U. S. District Court for southern New York through the law firm of Newton D. Baker, NAB copyright counsel, is assured with the filing of an answer in behalf of ASCAP.

While the answer carries the conventional demand that the suit be dismissed, it had been expected that a preliminary motion to dismiss the case would be filed. The procedure now is for the court to set the case for trial, probably during the current term. A crowded docket, however, may defer the hearing for several months, at least.

Dodges Extortion Charge

THE ASCAP answer bore the signatures of Nathan Burkan, its general counsel; Gene Buck, its president, and Louis Bernstein, music publisher and a member of the ASCAP board. The 32-typewritten page document makes categorical denials of the charges in the WIP bill of complaint, which alleges monopoly in violation of the anti-trust laws. The major portion of the pleading, however, is devoted to a chronological history of ASCAP purporting to justify its existence and to listing a number of court opinions in which ASCAP was upheld. It does not, however, answer the specific allegation of extortionate royalties.

The brief states that the WIP suit was brought not in the interest of that station but for the "benefit" of the NAB and for broadcasting interests generally, and that the NAB and related interests "are paying for the expenses of this suit." When the suit was filed Sept. 1, it was openly stated that the suit was in the nature of a test case.

An allegation made in the answer is that the broadcasters want to perform copyrighted music "without paying anything whatever to the composers, no matter how small the fee may be." The WIP suit, however, sets out clearly that all the broadcasters have been seeking is the right to perform such music for a "reasonable fee", contending the present scale of percentage of gross plus sustaining fee is exhorbitant. Throughout the negotiations of the last two years with ASCAP, spokesmen for the broadcasting industry have repeatedly stated they only sought rate reductions and did not ask for "free music".

NAB's "Real Grievance"

"THE REAL grievance of the NAB sponsoring this suit", the answer states, "is that its members, including the plaintiff, are not satisfied to make up their musical programs from older classical music and to utilize the innumerable compositions of non-members of the Society. They find it desirable to perform the works of composers of great reputation who are members of the Society. They want the works of these men because they are better drawing cards, because the performance of their works will attract larger audiences and more profit."

The scope of ASCAP, it is contended, is the same now as it was at its inception. "It is banded together to prevent organized pirates from robbing the creators of music of the fruits of their genius."

It is argued that if ASCAP is disbanded, users of copyrighted music would be under the same obligation to play no copyright works without obtaining a license and without payment of a fee. Each music owner, ASCAP asserts, would have the legal right to demand a fee satisfactory to him.

Royalties Would Be Higher

"IF THE USERS of copyrighted music were obliged to deal separately and individually with each individual composer, publisher and author, the combined royalties payable to the owners of such works would be many times the amounts now charged," the answer sets forth. "Users of music would encounter great difficulty and would impair and impede the presentation of combined, varied and diversified programs of pleasing, entertaining and attractive compositions."

While no specific figures as to receipts from radio are given, ASCAP claims in its answer that collections from radio "represent the merest fraction of the tremendous revenue derived by them". Citing station and network income at $70,000,000 for 1931 and 1932, it is held that all of this money came in from advertising made possible only by the use of ASCAP music.

The ASCAP answer states that motion picture houses pay royalty of 10 cents a seat annually—a scale which has been in force since 1917. It states also that the rates invoked in 1927 for hotels, restaurants and dance halls, ranging from $5 to $15 a month, likewise are still in force. No mention is made, however, about the protests made by these groups against ASCAP's demands for tremendously increased rates and against the demand for licenses from corner stores, barbecue stands and other small retail establishments under threat of infringement suits.

Licenses Never Refused

"EVERY picture theatre man, hotel man and broadcasting station can obtain the right to use the Society's music by paying the reasonable license fee that the Society imposes", the answer states. "The Society has never refused to give a license to any use of music."

The WIP suit was filed by Mr. Baker, former Secretary of War and one of the nation's outstanding lawyers, after two years' of negotiation with ASCAP had failed to bring results. Other counsel in the suit are Joseph D. Hostetler, of Cleveland, law partner of Mr. Baker, and Isaac D. Levy, counsel for WIP, treasurer of the NAB, and official of CBS and WCAU, Philadelphia.

James Wallington

James Wallington Wins Gold Medal for Diction

JAMES S. WALLINGTON, NBC announcer best known for his "straight man" broadcasts with Eddie Cantor in the Chase & Sanborn Hour, has been awarded the 1933 gold medal for good diction on the radio by the American Academy of Arts and Letters. The fifth winner of the award, Mr. Wallington received the medal at a presentation ceremony broadcast over an NBC network on Nov. 9. The presentation was made by Dr. William Lyon Phelps, chairman of the Academy radio committee.

Previous winners of the award are Milton J. Cross, Alwyn Bach and John Holbrook, all of NBC, and David Ross, of CBS. The winner each year is selected by a committee of speech experts in colleges throughout the country on a basis of excellence in pronunciation, articulation, tone quality, accent and cultural effect.

Mr. Wallington has been on the NBC staff for five years and first came into prominence when he broadcast the programs which were heard by Commander Byrd in the Antarctic during his first expedition two years ago. He is 26 years old and a native of Rochester, N. Y.

A. H. Morton is Named NBC Business Manager

APPOINTMENT of Alfred H. Morton, former European manager of RCA, to be business manager of the NBC program department, was announced Nov. 7 by Richard C. Patterson, Jr., NBC executive vice president. Mr. Morton will operate directly under John F. Royal, vice president in charge of programs, assisting in the handling of production details.

Mr. Morton, who joined RCA in 1921 after serving for two years with General Electric Co., returned from Europe last month after serving there since October, 1929. During his tenure with RCA he also served as its Washington representative, and on the formation of RCA Communications, Inc., he was manager of its commercial department. He is a graduate of the University of Illinois and holds an M.A. degree from Columbia University. He resigned from the Army as captain of field artillery in 1919 to join General Electric.

NRA Asked to End Copyright Contract

NAB Urges Inclusion of Ban In Music Publishers' Code

ACTION by the National Recovery Administration to end the allegedly extortionate music performance contracts exacted from broadcasters by the American Society of Composers, Authors & Publishers is sought in a proposal filed with the NRA Nov. 2 by the NAB.

Through Oswald F. Schuette, NAB copyright director, NRA was asked to include in the proposed code for the music publishing industry a provision branding as unfair competition the clause in the ASCAP contract fixing the royalty percentage scale. This contract, it was stated, demands a percentage of the revenue from all programs, regardless of whether they contain ASCAP music, and therefore discriminates against independent composers and publishers by depriving them of an equal opportunity to have their works performed on the air.

Code Held Unsatisfactory

THE SUGGESTION was made following the abrupt ending of the hearing on the proposed code before Deputy Administrator Sol A. Rosenblatt on Nov. 2. Following differences of opinion between dealer and publisher groups, Mr. Rosenblatt, with the unanimous concurrence of his advisers, ruled that the code submitted by the Music Publishers Protective Association was unsatisfactory. Retail provisions of the proposed code were referred to the NRA deputy in charge of the retail trade code, and the wholesale features to the deputy handling the general wholesale code. No date was set for a new hearing on the publishers' code.

Publishers were given the choice of drafting another separate code in proper form or of asking to be included in the blanket publishing code being negotiated under Deputy Administrator Rogers. It is in the separate music publishers' code that the NAB seeks to have incorporated an anti-ASCAP provision.

NAB Proposal

THE REJECTED draft of the Music Publishers' Code carried an anti-song-plugging provision making it unfair competition for publishers in any way to induce plugging of their compositions. To this section, NAB proposed through Mr. Schuette that there be included:

> "Or the granting of a license, directly or indirectly or authorizing the granting of a license, for the public performance of copyrighted works, under terms, conditions or agreements, the effect of which is to deny to other copyright owners the equal opportunity to obtain the public performance of their works through the facilities of such talking machine company, radio broadcasting or television station, electrical transcription company, motion picture company, or any place of public entertainment".

Code Authority Ban

IN ADDITION, it was suggested that any publisher who participated in the organization of

(*Continued on page 34*)

Frigidaire From Vessel 'Seth Parker'

Weekly Sponsored Broadcasts to Originate on Sea Voyage; Phillips Lord Going to Far Corners of Globe

SETH VISITS HIS SPONSORS—Seth Parker, sage of Jonesport, Maine (center) spun some rural yarns when Phillips Lord, of radio fame, visited the plant of the Frigidaire Corp. at Dayton to talk over his forthcoming series of "sea broadcasts." On the left is E. B. Newell, Frigidaire vice president in charge of engineering, and on the right is H. W. Newell, sales vice president.

ONE OF THE MOST unique programs series in the history of radio will be inaugurated Dec. 5 on a nation-wide network of 57 NBC-WEAF stations, when Frigidaire begins the sponsorship of a regular Tuesday night schedule of broadcasts from the schooner *Seth Parker*, the four-masted sailing vessel on which Phillips Lord, creator of the famous rural role, embarks from Portland, Me., on a cruise to the far corners of the world.

The cruise is the realization of Lord's boyhood dream of visiting far-away places. He had planned it ever since he began to build his fortune in radio and on the stage and screen, and it has been estimated that he will spend about half of his million-dollar fortune on the cruise, which he is personally financing.

Series Runs 13 Weeks

GENERAL MOTORS, parent of the Frigidaire Corp., has arranged for a 13-week series of broadcasts, titled "The Cruise of the Seth Parker," that will originate in the after cabin of the schooner, now being fitted at the Fort Totten army base on Long Island. The vessel sails from Portland, Dec. 5, and ends its cruise at Miami, Feb. 27. It is a 250-foot craft that formerly plied in the sugar trade between the Pacific Coast and Hawaii and in the lumber trade between Portland, Oreg. and Australia.

Lord will act as narrator and personally will stage the programs, which will deal with thrilling stories of seafaring men and the adventures of the Seth Parker crew.

Frigidaire on Nov. 8 issued a statement saying it was convinced that the exceptionally satisfactory sales volume enjoyed thus far this year can be carried over into the winter months.

Radio Ties in With Print

ANNOUNCEMENT of the details of its new sales drive was made in New York by E. G. Biechler, president and general manager, and H. W. Newell, vice president in charge of sales. The account is handled by the Cornell-Geyer Co., Dayton.

Prefacing the radio series, a newspaper advertising schedule for pre-Christmas promotion was to break about Nov. 15, it was stated. Direct mail campaigns already are under way and the national force of 15,000 selling men is ready to begin its activity.

The Frigidaire programs will be a half hour each and will be over the same stations as, and following, the Ben Bernie and Ed Wynn broadcasts on Tuesday evenings. The period will start at 10 p. m., EST.

The regular "Sunday Evening at Seth Parker's" program which has been an NBC sustaining feature for five and a half years will be dropped after Dec. 3, when the people of Jonesport bid farewell to Seth and his crew in the Parker home in Jonesport and send them on their world voyage.

On Dec. 5, the first Frigidaire broadcast will come from the ship as it lays in Portland harbor. Gov. Louis Brann, of Maine, will officially honor Lord, who is looked upon as one of the state's first citizens. The Governor and his staff will be present at the departure ceremonies. Immediately following the broadcast, anchor will be weighed and the vessel will start down the coast for Boston where a civic celebration participated in by Frigidaire's distributing and retailing organization will be held.

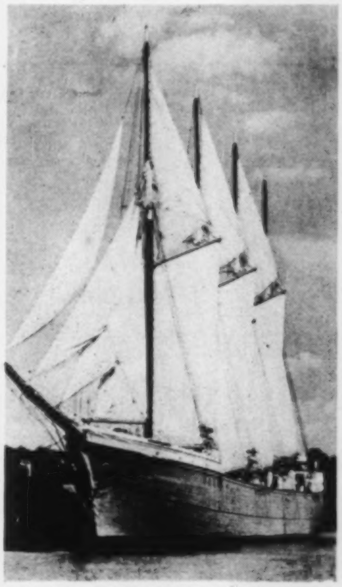
Itinerary of Cruise

OTHER STOPS contemplated during the early weeks of the cruises are Providence, New Haven, and New York. From New York south, stops are planned, weather and tide conditions permitting, at major ports and at each point, the Frigidaire organization will be active in city-wide ceremonies incident to Seth Parker's visit. Frigidaire's advertising and sales promotion departments are tieing in the entire national organization with the cruise programs so that the chief benefits will not be for seaboard points exclusively.

"In supplementing our promotional and newspaper and magazine campaign for the winter months with the series of broadcasts covering the cruise of the Seth Parker," Mr. Newell said, "We sincerely believe we are offering the radio listening public a program that will go down as one of the outstanding series of 1933-34.

Selling Frigidaires in Winter

"THERE is hardly a man or woman who doesn't nourish a childhood dream of visits to foreign lands and thrilling adventures with the characters of storybooks. Phillips Lord actually is making this trip and we in Frigidaire consider it fortunate that it is possible to broadcast the first leg of his world cruise so that fireside listeners may imagine themselves in his shoes standing behind the wheel of a windjammer heading toward the horizon that hides strange lands and strange peoples.



SETH'S DREAM SHIP—Here is the schooner "Seth Parker," on which Phillips Lord will sail around the world searching out the wonder places he dreamed of as a boy; he will broadcast for Frigidaire directly from the vessel during the cruise over an NBC-WEAF network.

"It is a bit strange for Frigidaire to launch a refrigerator selling drive at the beginning of winter, but this decision has been influenced by the fact that sales volume throughout 1933 has been above the normal trend of the different seasons. The exceptional sales results in July, August, September, and October, indicate that it is possible to better our normal winter volume."

THE AYER CO., Lowell, Mass. (Cherry Pectoral), is buying nightly spot announcements on various stations for 26 and 39 weeks, through Calkins & Holden, New York, and Broadcast Advertising, Boston.

A. A. A. A. Publishes New Mart Analyses

ANALYSES of the markets in 21 cities with 100,000 population or over, for which A.B.C. reports were issued for the year ending Dec. 31, 1932, comprise the second of four sections of Market and Newspaper Statistics, Vol. 11, compiled under the direction of the American Association of Advertising Agencies.

Section B, just published and selling for $2.50 a copy, includes figures on population, number of families, English reading and income tax returns, circulation, local rates, national rates, linage, and estimates of circulation obtained through inducements. The 1930 government figures are used for families, English reading and income tax returns.

The first volume, issued last May, covered all cities in the United States with over 100,000 population in city zones. Section A of Volume 11 contained revised data for the 26 cities having audits for periods ending Sept. 30, 1932. Section C will cover cities having audits for periods ending March 31, 1933, and Section D will carry through June 30, 1933.

First Byrd Broadcast Scheduled for Nov. 18

FIRST of a regular series of weekly programs from and to the Byrd Antarctic Expedition will be heard over a 59-station CBS hookup Nov. 18, 10 to 10:30 p. m., EST, under the sponsorship of General Foods Corp., New York (Grape Nuts). Admiral Richard E. Byrd will broadcast from the *S. S. Jacob Ruppert* off the west coast of South America, while William Daly's Orchestra, a chorus and soloists will broadcast from the WABC studios in New York. Listeners-in will hear both the broadcast from the ship and from New York. The program will open with several minutes of music, after which station KJTY, Columbia's short wave unit aboard the *Ruppert*, will be cut in. Charles J. V. Murphy, CBS production man-announcer with the expedition, will be in charge from that point. Plans are to schedule the series regularly during the expedition on Saturday nights, short wave relay conditions permitting.

Henning On WGN

ARTHUR SEARS HENNING, chief of the Washington bureau of the CHICAGO TRIBUNE, on Nov. 6 made his initial appearance over WGN, Tribune station, as news commentator. The program, carried to WGN by special wire from Washington, will be a regular Sunday feature at 8 p. m. CST. For the inaugural, Quin Ryan, WGN manager, came to Washington to introduce Mr. Henning.

KSTP Test Approved

KSTP, St. Paul, on Nov. 3 was authorized by the Radio Commission to carry on frequency maintenance experiments with WJSV, Alexandria, CBS Washington outlet. The stations operate simultaneously on 1460 kc., a high-power regional channel.

Ladies in

The country's "purchasing agents" . . . going to market! Their listening habits . . . buying habits . . . and buying power are a matter of detailed record. They await your bids, and your sales message, from Radio Sales' stations (dominant Columbia Broadcasting System outlets) in 11 major markets.

waiting . . .

Millions of them at their radio sets . . . waiting for your advertising message this morning, this afternoon. Radio-Sales' stations concentrate this daytime audience with a different and distinctive program policy.

Ladies in waiting for radio "spot" programs . . . grateful for Columbia's unprecedented policy of piping to all affiliated stations MORE hours of sustaining and commercial network programs than ANY other network. A brilliant barrage of programs, building a maximum audience during the hours when time sells at half-price!

"Spot" time buyers have already measured, in RESULTS, this 'plus' of program-power for Radio Sales' stations: have found larger and more responsive audiences for their own programs.

Who the ladies are, where they are, how many, what they're worth—all the facts of this audience are available for far-sighted advertisers looking to increase their share of specific markets.

(Radio Sales, Inc. takes this opportunity to point out the advantages of daytime broadcasting, in view of heavy demands already made upon all Radio Sales' stations for evening time).

NEW YORK, WABC • CHICAGO, WBBM • CINCINNATI, WKRC
WASHINGTON, WJSV • CHARLOTTE, WBT • ST. LOUIS, KMOX
MINNEAPOLIS-ST. PAUL, WCCO • ATLANTIC CITY, WPG
DON LEE BROADCASTING SYSTEM • LOS ANGELES, KHJ
SAN FRANCISCO, KFRC • SAN DIEGO, KGB

RADIO SALES INC.

485 MADISON AVE., NEW YORK
WICKERSHAM 2-2000
410 N. MICHIGAN AVE., CHICAGO
WHITEHALL 6000

Restudy Of Quota Rules Is Ordered

Brown's Proposal is Adopted; Lafount Plan Rejected

WITH A VIEW to revising the existing quota system, the yardstick by which radio facilities are measured, the Radio Commission Oct. 31 adopted a resolution offered by Vice Chairman Thad H. Brown for a "fact-finding study" of existing regulations governing quota distribution.

Action came after the Commission had rejected, by a 4 to 1 vote, the proposal of Commissioner Harold A. Lafount that, under certain conditions, local stations with 100 watts power or less, be not chargeable to quota. Mr. Lafount also has pending a resolution which would eliminate from quota charges the use of higher daylight power on regional stations when the engineering requirements as to geographical separation are met.

Wave Classification

COL. BROWN expressed the opinion that the quota evaluations set forth by the Commission under existing regulations should take into account the recognized engineering fact that frequencies at the lower end of the broadcast spectrum are more valuable from the coverage standpoint than those at the upper end. He said there are other apparent descrepancies which work hardships that should be rectified.

Under the present quota system, adopted by the Commission three years ago as its interpretation of the Davis Amendment, the quota for the entire country is set at 400 units, a unit being the equivalent of one full-time regional station of 1 kw. power. The country now is some 43 units over quota on the basis of that computation. The system, moreover, evaluates all channels in the broadcast band—from 550 to 1,500 kc.—on the same basis.

Report by Jan. 1

IT IS understood that the Commission will strive to have its revised quota system completed by the first of the year. This would coincide with the convening of Congress. Many members of Congress in over-quota states have complained bitterly about the present quota regulations which preclude the granting of additional facilities in their states. Any change which would have the effect of breaking down these barriers, it appears certain, would win acclaim from these Congressional delegations.

In his resolution, Col. Brown brings out that the present unit system has been in force since June 17, 1930. Since then, he states, there have been economic, scientific and legal developments which may, after due investigation, be found to have affected this system as a valid measure of service.

Text of Resolution

THE RESOLUTION follows in full text:

"WHEREAS Section 9 of the Radio Act of 1927 as amended by Section 5 of the Act of March 28, 1928, has been construed by the Supreme Court of the United States as dealing primarily with the 'interests of the people—that they might have a reasonable equality of opportunity in radio transmission and reception,' and that this involves 'an equitable distribution not only as between zones, but as between states as well,' and

"WHEREAS for the purpose of effecting such equality, both the Commission and the courts have construed said law as authorizing and permitting the Commission in the exercise of its 'administrative judgment' to adopt some unit of measurement of the service value of stations of various types and classes, and

"WHEREAS the 'quota units' now in effect have been employed by the Commission as such unit of measurement since their promulgation, June 17, 1930, and

"WHEREAS there have been certain economic, scientific and legal developments since that date which may, after due investigation, be found to have affected said quota system as a valid measure of service; Now, therefore, be it

"RESOLVED, That the Commission proceed at once to a study of its Rules 6, 109 to 111, inclusive, and 116 to 124, inclusive, with a view to an early determination of what, if any, changes should be made in said regulations and the system of quota units established thereby."

SECRET OF EFFECTIVE ANNOUNCING

Address to Millions of Listeners Held More Convincing Than Person-to-Person Conversation

By EMERSON WINTERS
WOC-WHO, Des Moines

Mr. Winters

"THIS IS the National Broadcasting Company" has been announced to you allegretto, pianissimo, and andante cantabile!

To speak to the world was the passion of Demosthenes (384 B.C.) but nature bungled him, and his speech was defective. He blurred his r's—hissed his s's—his th's bothered him, and around home he was called "nasal". These handicaps kept him from describing the local chariot races in an easy, flowing style. One day he strolled down to the beach, filled his mouth with pebbles and spoke to the waves. Ye Gods! what a change. He could announce, and corrective speech was born into the world.

Nothing is impossible when one decides to speak to an audience. It just happened that Demosthenes lived near the ocean and pebbles were handy, but if he had lived in the cotton belt, he would have found another way to develop his selling voice.

Imagination Misleading

A RADIO announcer chimes out: "It's time for you to have your brakes examined." What is it that makes me rush out and spend $31.80? Is it what he has said, or the way he has said it? In salesmanship, I believe it is generally conceded that a successful salesman must look and sound as if he knew his business. But in radio, imagination enters into sales because the senses of sight and hearing are so closely akin. When we hear a commanding voice, we at once see a powerful personality with a black curly moustache. Imagination kindled by radio sounds may lead the listener into error.

I shall always remember a slight misconception I had of Cab Calloway's "Hell's Fire." I used to open my pores and perspire freely during this highly descriptive number. Occasionally I would lather. But when I was in the studio with Cab while he was playing "Hell's Fire," I discovered my mistake. "Hell's Fire" is a dry heat—no moisture in it. I didn't perspire. My scalp became excessively dry, and the acustone cracked. Now, my reaction is dry and not damp when I hear Cab play "Hell's Fire." One's imagination will sometimes mislead one's reactions.

Every person seems to have a definite idea as to what he wants to hear on the radio, but the subject matter does not seem to be nearly as important as the person who is making the delivery. One announcer may read a page of commercial copy and the radio audience shrugs its shoulder and walks out on him. Another announcer may read the same words and the same audience will be stirred into immediate action, and letters will pour into the office demanding that a trial package be rushed out on the next mail. What makes the difference? Perhaps it is the imagination being fired by the co-ordination of sight and hearing.

When a Crowd's Welcome

WHEN a radio announcer speaks as if he were talking to 50,000,000 people, I want to be one of them. If 50,000,000 are going to write in for a sample, I'm going to write for a sample. I have never liked the personal conversational type of radio broadcasting. This person to person talk makes me uncomfortable, especially when ways and means are discussed for paying off the national debt. When someone comes into my office, leans over my desk and whispers conversation into my ear, I know right then that I am going to get the worst of it. Propinquity might put it over once but that sort of thing loses by repetition.

What enjoyment would there be in sitting all alone in an empty theatre watching a performance? But when one is surrounded by a large audience of laughing, applauding happy people, the show is great. The audience puts the show over. It is exactly the same in radio. The broadcast that can create the illusion of a world audience is the broadcast that is due for a long run.

One of the ablest illusionists in broadcasting is Graham MacNamee. You have heard him announce the World Series Games, and of course you knew he was talking to you, but still he made you feel that you were in an audience of millions. Graham talks to the wide, wide world and at times sweeps in the "Milky Way." He divides responsibility between this world and the next.

SMITH BROTHERS, Poughkeepsie, N. Y. (cough remedies), is reliably reported to be making ready for a new campaign over a CBS network starting in January. Its agency is Homman, Tarcher & Sheldon, New York.

CKLW Now on 840 kc.; To Close Detroit Studio But Keep U.S. Programs

CKLW, Windsor-Detroit outlet for CBS, on Nov. 8 shifted from the 540 kc. to the 840 kc. clear channel by order of the Canadian Radio Broadcasting Commission. Operated by Essex Broadcasters, Inc., the station will continue to use its present power of 5 kw. The 540 kc. channel, just below the regular broadcast band, will be assigned in the interior of Canada, it is indicated.

Supplementary studios of CKLW in Detroit will be closed, according to an announcement, but the station will continue to broadcast commercial programs from the American side, probably by leasing studio space from another Detroit station. Windsor, where the main studios are located, is just across the river from Detroit.

While operating on 540 kc., which the Canadian authorities assigned to broadcasting more than a year ago, CKLW could not be tuned in by many obsolete receivers, it was pointed out. On its new assignment the station is in the approximate center of the broadcast band.

Southern California Net Started by Five Stations

SOUTHERN California Network, a cooperative venture, opened Oct. 31 with dedicatory program for the regional chain. It includes KFWB, Hollywood, as key station; KMPC, Beverly Hills; KFOX, Long Beach; KFXM, San Bernardino, and KREG, Santa Ana.

KMTR, Hollywood, has likewise run a line to KREG, as the nucleus for a potential second network. KREG is expected to remain on only one of the two hookups.

Canadian Appointments

ERNEST L. BUSHNELL, for some years manager of CKNC, Toronto, has been appointed supervisor of programs for Ontario and the west by the Canadian Radio Commission. Mr. Bushnell has played an important part this past summer in organizing broadcasting for the Commission in western Canada. Rupert Lucas has been appointed manager of CKNC, the Canadian National Carbon Co. station, at Toronto. Charles Jennings, one of the best known Canadian announcers, has been appointed head announcer, with Ernest Morgan one of his assistants. CKNC is one of the Commission's basic stations.

Free Time Tables

THOUSANDS of dealers handling products advertised over WOR, Newark, have replied to prepaid self-addressed postcards sent by the station's merchandising department to ask them whether they want to distribute free radio time tables published by WOR. The time tables list a dozen or more sponsors, their programs and schedules, and the trade name or trade mark of each responding dealer is imprinted thereon. Walter Neff, WOR, reports that the press run on the small folders will run into the hundreds of thousands.

Breakfast Club Pledges Its Members

Cards Obligate Listeners to Patronize Radio Advertisers; Sponsors Check Up On Lists, and Stage Parties

By **HOWARD E. RAY**
Commercial Director, KGRS
Amarillo, Texas

MANY so-called radio breakfast clubs have sprung up throughout the United States within the past few years. Some of them have been clubs in name only and have been merely early morning programs advertising breakfast products or perhaps any products that the advertisers wished publicized. Others of these clubs have gone so far as to issue "membership cards" which meant nothing more than an acknowledgment to the listener that his comment on the program had been received.

We believe here at KGRS that we have the nearest to a perfected breakfast club that can be found anywhere in the country. My own experience with breakfast clubs at KMTR, Hollywood; at KTSM, El Paso, and at WJAY, Cleveland, has taught me many things, and as a result of this experience we have added all the successful features and eliminated all the objectionable features until we have a club that is actually bringing business into the shops operated by our advertisers.

Members are Pledged

EACH WEEK day morning the Panhandle Breakfast Club "meets" at KGRS. A 10-piece dance band with soloists and occasional guest artists furnishes peppy morning tunes.

Listeners who request membership cards are warned over the microphone that they are pledging themselves to "patronize the advertisers who make the programs and free parties possible." Then they are initiated over the air, the "goat" helping to make the initiation realistic and impressive. During the first 40 broadcasts more than 3600 listeners have been added to the club roster.

Their names are all inscribed in the membership book, stencils are cut and the advertisers furnished with complete lists. At least two of the advertisers: a laundry and a dairy take the membership lists and turn them over to their drivers. In a few days the new member is called upon and a conversation somewhat like the following takes place:

Follow-up by Advertiser

DRIVER—Good morning, Mrs. Allen. I am Driver Brown from the Panhandle Laundry. I have come to welcome you into the Breakfast Club. We are delighted that you have joined this great radio club and we should also like to have the privilege of calling next week for your laundry.

MRS. ALLEN—Yes, I joined the club but I've been trading with the Troy Laundry for years. However, I suppose I ought to trade with the Breakfast Club laundry since I promised to do so.

Naturally not every one called upon makes the change immediately, but the percentage is high enough to make the call profitable.

TUNE IN! PHONE 4242 JOIN NOW!

K G R S PANHANDLE BREAKFAST CLUB

FREE PARTIES! FREE PRIZES!

FILL IN AND MAIL NOW—REMEMBER: IT WILL NEVER COST YOU ONE CENT TO BELONG TO THE

PANHANDLE BREAKFAST CLUB

There are No Initiation Fees, No Dues and No Assessments.

NAME ....

ADDRESS ....

Please enroll me as a Club Member, I agree to tune in every morning possible, to patronize the official advertisers at every opportunity and to attend the Free Parties and Dances.

This Purchase was made from ....

TUNE IN!
1. ON THE AIR EACH WEEK DAY MORNING. YOU'LL ENJOY IT!
2. THE ADVERTISERS ARE PROGRESSIVE FIRMS. PATRONIZE THEM.

Membership Card in Panhandle Breakfast Club

Each new member gets with his membership card a letter that again reminds him of his obligation and a list of the advertisers.

Advertisers are furnished with membership application slips which they may enclose in all packages going out from their stores. Information regarding the club is printed on these slips, i. e., the time of program broadcasts and benefits to be derived by the member.

The membership cards, of course, admit the members to the monthly parties. Our first party held at a local ballroom was attended by more than 2000. There was dancing, a stage show which was broadcast, and many prizes were given away. Other parties are being planned, and the membership is growing steadily at almost a 100-a-day rate.

No Competitive Advertising

ADVERTISERS buy not only radio advertising, but the pledged good will of the member and privilege of enclosing advertising in the envelopes containing the membership cards. They are permitted to display merchandise and distribute advertising at the monthly parties. No competitive advertising is accepted.

Not one club advertiser has cancelled his contract. Three have renewed, and one advertiser assured us that he would remain with us as long as the club exists.

Stations considering breakfast clubs should note that Amarillo is 300 miles from the nearest network station, that there is a shortage of amusement places, and that the population is 98 per cent Anglo-American.

Fiction Writers Signed

THREE fiction writers — Thomas Barclay Thomson, Isabel Stewart Way and Ruby LaVerte Thomson—have signed contracts for radio scripts with J. Joseph Sameth of Radio Productions, Inc., Los Angeles. Their first assignment was the Gilmore Circus, which began a new type of continuity Nov. 3 over KFI, Los Angeles, and the Pacific coast NBC chain.

Literary Digest Starts Tabulation of Readers' Radio Likes, Dislikes

THE LITERARY DIGEST, editorial-news weekly, is conducting a survey by mail of its readers' likes and dislikes in radio programs. Blanks with spaces for "What do you dislike on the air?" and "What do you like on the air?" are carried in current issues. The contest was to end Nov. 15.

"The DIGEST undertakes this radio test in response to a wide demand by readers, many of whom have complained bitterly of radio 'nuisances'," the DIGEST explains. "But we are not satisfied to register complaints alone. Our purpose is to get a cross-section of American opinion not only on what people dislike on the air but also on what they like.

"The result, it is to be hoped, may serve as a guide to radio announcers and program-makers."

The test was started largely because of a discussion started following the publication of a letter from E. C. Hanson, Newark, N. J., complaining of an overabundance of jazz, crooners, orchestra band singers, and a surfeit of "supposedly Negro humor," the periodical adds.

Big Holiday Account

OCEAN SPRAY PRESERVE CO., Southampton, Mass. (Ocean Spray cranberry sauce and cocktail), in addition to a thrice weekly participation in the New England Food Hour on the 5-station New England Network, is placing a National spot announcement campaign of from two to 10 announcements a day, starting a week before Thanksgiving Day and continuing through the holiday season. Stations in most of the territory where the company has distribution will be used. Ingalls-Advertising, Boston, handles the account, which is placed by Broadcast Advertising, Boston.

COLEMAN LAMP & STOVE Co., Wichita, Kan. (lamps), is buying announcements on several stations through its agency, Potts Turnbull, Kansas City, Mo.

'Dead Spot' Theory On Program Time Blasted By WTMJ

Tests With Popular Features Show Whole Day is Good

Mr. Damm

WTMJ, Milwaukee, has blasted the theory that certain times of the day are poor program periods. Experiments during the last few years have brought forth ample evidence to show that any time on the regular broadcasting schedule can be made popular.

A year and a half ago, Heinie and His Grenadiers made their debut over the Milwaukee station. The program was spotted at a good after-dinner hour and grew in popularity by leaps and bounds.

Used in Experiment

SEEKING to disprove the "dead spot" theory, Walter J. Damm, director of WTMJ, determined to use this program in tests. It was placed successively in early and late spots, finally going on the air between 6 and 7 p. m., a time regarded by many managers as particularly dead, and suitable only for organ or sustaining fillers.

Risking the popularity of a favorite program proved profitable, however, as Heinie and His Grenadiers continues to be one of the most effective group programs of WTMJ's local commercials, with a proved dinner-time audience.

Wagner at 8:30 A. M.

THE MOST recent experiment is even more unusual. A 14-piece concert orchestra playing Wagner, Beethoven and Rimsky-Korsakov and known as the Black and Gold Ensemble, also a commercial group program, reached a high point of popularity when spotted at 11:30 a. m. to 12 m. Now, at 8:30 a. m., the Black and Gold Ensemble has lost none of its audience, despite the theory of some managers that the radio public does not like concert music in the early morning hours.

These two experiments were outstanding in a series of tests which proves two things: that so-called "dead spots" can be made very lively with good features, and that an audience will follow favorite programs all over the daily broadcasting schedule, no matter where you spot them.

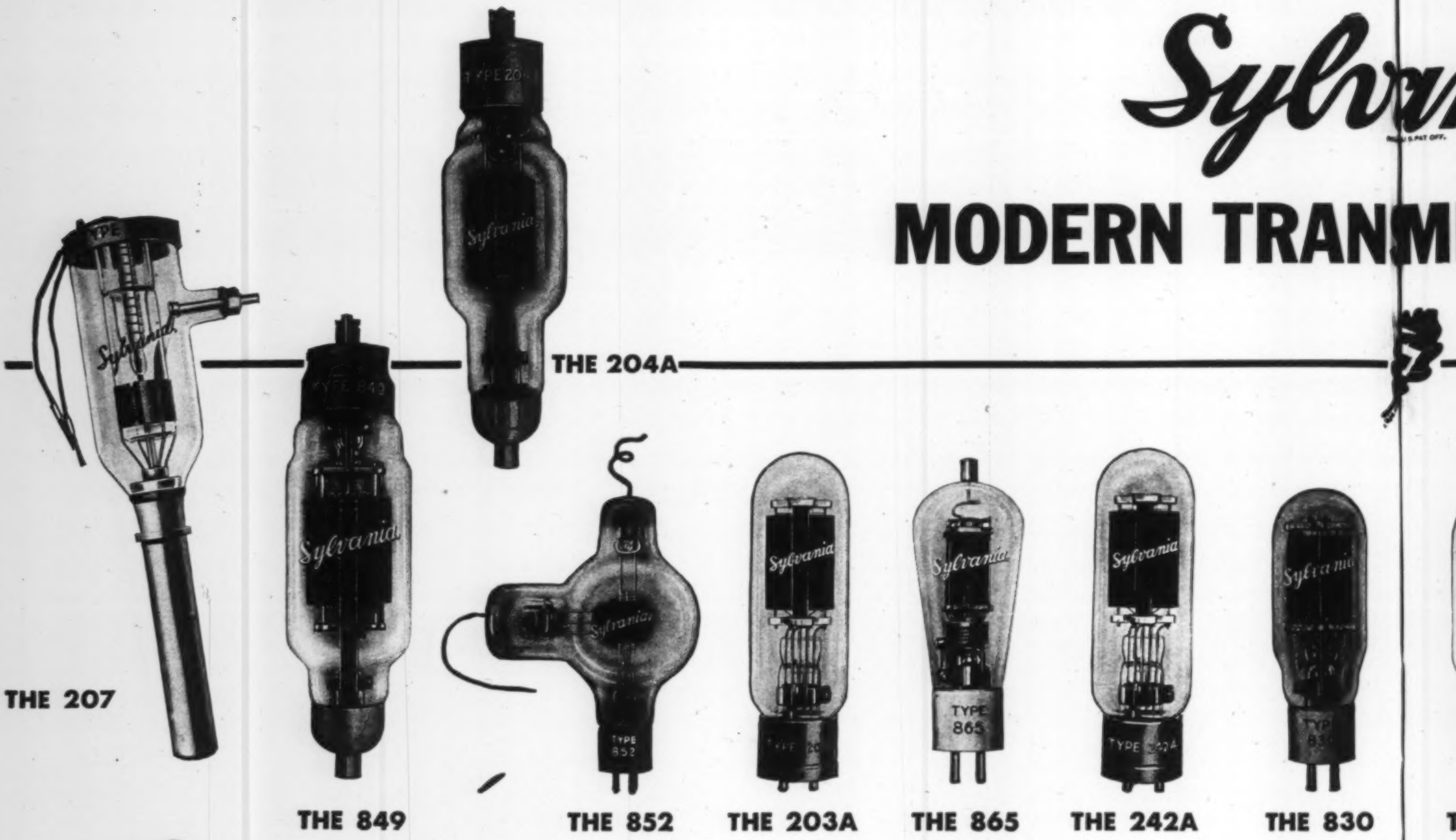
Andy Ring is Wed

THE SECRET marriage on Oct. 28 of Andrew D. Ring, Radio Commission broadcast engineer, to Miss Ann Appel, of Washington, was divulged Nov. 4 when Mr. Ring and his bride left on a honeymoon trip to his home in Fremont, Tenn. Following their visit there, Mr. Ring is scheduled to go to Texas to represent the Commission in several federal criminal prosecutions against outlaw broadcasting stations. Mrs. Ring formerly was employed in secretarial work at the National Radio Institute.

Immediate

Sylv

MODERN TRANSM



THE 204A
THE 207
THE 849
THE 852
THE 203A
THE 865
THE 242A
THE 830
T

ALL SYLVANIA AIR-COOLED

ALL TYPES ILLUSTRATED IN STOCK AT ESE

PORTLAND, ORE.
CHICAGO, ILL.

PHILADELPHIA, PA.
LOS ANGELES, CAL.

ATANT
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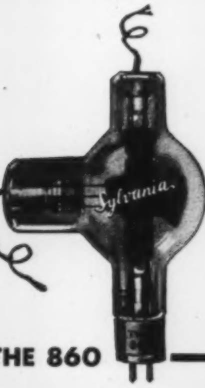
THE 860

TYPE 851
Sylvania

Sylvania
TYPE 820 B
THE 820B

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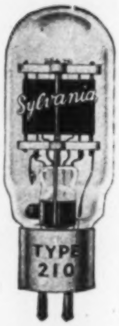
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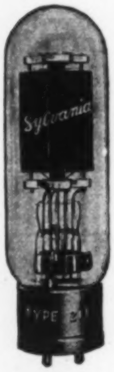
THE 210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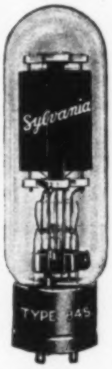
THE 211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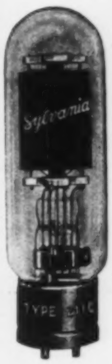
TYPE 845
THE 845

Sylvania
TYPE 872
THE 872


Sylvania
TYPE 211C
THE 211C

THE 851

YPES USE GRAPHITE ANODES

AT ESE WAREHOUSE POINTS OR FACTORY:

ATANTA, GA.
SALM, MASS.
NEW YORK, N. Y.
DENVER, COL.
DALLAS, TEX.
PITTSBURGH, PA.

Sylvania
TYPE 872 A
THE 872A

NIA CORPORATION

CS DEPARTMENT

I, EW JERSEY

I, A. • ST. MARYS, PA. • CLIFTON, N. J.

Sylvania Tubes

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

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ASCAP Waves the Flag

THE WIP suit against ASCAP seeking its dissolution as an illegal monopoly in restraint of trade is now ready for trial. From this test case should come a conclusive finding as to whether that combine can be penalized in the courts for its tyrannical control over copyright users or whether Congressional action is necessary to end its plundering reign.

Trial is assured with the filing by ASCAP of a 32-page answer to the WIP bill of complaint. Like all past defenses, the document paints ASCAP as an altruistic organization, wearing its fingers to the bone for the downtrodden composer. We do not profess to know much about law or legal procedure. But we are accustomed to dealing in facts. For that reason we were rather shocked when we read ASCAP's answer.

For example, the court is informed that the broadcasters filed the dissolution suit because they want to perform copyrighted music "without paying anything whatever to the composers, no matter how small the fee may be." We cannot understand how such a statement can be made, when the NAB and other broadcasters repeatedly have said they are willing to pay a "reasonable fee" and have never asked for the music gratis.

In another paragraph, the answer says the amounts collected by ASCAP from radio represent "the merest fraction" of the revenue derived by the industry. We would like to know how four per cent of the gross income of a station, plus an arbitrary sustaining fee amounting to approximately another four per cent, makes the "merest fraction" of any sum.

The ASCAP answer, however, is most glaring for certain things it does not say. It neglects to mention the sums derived from broadcasting stations or the basis on which the royalties are levied. It fails to answer the charge that in September, 1932, stations were forced to accept these contracts under threat of having ASCAP music withdrawn from the air. It does say that hotels, and motion picture houses pay the same fees now they paid in 1917, but there is no mention of the fact that these industries are vigorously resisting tremendously increased royalties which ASCAP is trying to foist upon them.

The brief pictures ASCAP as one big, happy family created to "prevent organized pirates from robbing" composers. But it fails to point out that the composer members are in serious conflict with ASCAP because of the meager profits they receive while a clique of ASCAP executives draw five and six-figure salaries.

It will take more than flag waving and melodramatics for ASCAP to win the WIP case.

"The Radio Menace"

HAVE YOU ever heard of that big bad wolf, the "Radio Menace?" If you haven't, ask EDITOR & PUBLISHER, which professes to serve the newspaper industry. In an editorial published coincident with a news story about the CBS application for gallery privileges for radio reporters in Congress, that publication calls upon newspapers to fight this "unjustified assault" upon the free press and to see that these privileges are denied. The editorial is titled "The Radio Menace."

Fair-minded newspapermen admit that nothing can stop unlimited admission of radio reporters to the press gallery. The public wants news over the air. Members of Congress realize the importance and value of this rapid dissemination of news. It is likely that there will be gallery facilities for all accredited radio reporters during the next session of Congress.

While nobody seems to pay any attention to EDITOR & PUBLISHER'S persistent screeds against radio, we feel certain that certain of the extravagant statements in its latest attack should not go unanswered. First, the publication states that broadcasting is not entitled to press privileges because it is not a free institution, but is a government-licensed instrument susceptible to dictation by any administration that wishes to use radio to serve partisan or special ends. It is sufficient to reply that none of the political parties ever has attacked radio on that ground—and who but they would be first to resent any semblance of political partisanship by radio?

Secondly, it states that radio can't supply a news service equal to that of the newspaper owing to physical limitations. As to that, we refer EDITOR & PUBLISHER to the plain fact that public demand is responsible for news broadcasts and that radio has never had in mind supplying detailed news in competition with the press. Bulletin and background service is all that has ever been contemplated—news that should whet the public's appetite for the detailed stories in the newspapers; to which the radio announcers constantly urge their listeners to turn.

And the crowning "argument" advanced is that radio's primary news objective is not public interest, but the profitable sale of advertising to sponsors of its "alleged news service." We would like to remind our contemporary that newspapers do not derive their revenue from the pennies they get for their papers. We admit that the sponsored program idea is patterned after the newspaper practice of making advertising pay the bill for "editorial matter"—the only way either a free press or a free radio can survive.

ABS Swan Song

AFTER five weeks of futile operations, Ed Wynn's Amalgamated Broadcasting System has folded up. It is another grim example of the vicissitudes of network operation. It takes more than an army of actors, a few stations and a bankroll to build and operate a chain. When ABS was launched last spring, we took occasion to point out to Mr. Wynn and his associates that practical broadcasting brains were needed. We published an honestly critical article after a personal inspection of his organization. That article aroused the enmity of Wynn and his organization because we predicted the project was doomed unless experienced broadcasting executives took hold. We do not gloat over the demise of ABS. We deeply regret its failure and the rather substantial loss of money. Most of all, we dislike the release of some 200 employes. It is regrettable that ABS could not have accepted a little advice, not merely from us but many other well-intentioned sources, before it launched its ill-fated enterprise.

The RADIO BOOK SHELF

DAVID ROSS, ace CBS announcer, has compiled "an anthology of poems to be read aloud" and given the volume the same title as his popular program of poetry reading, *Poet's Gold* (The Macauley Co., New York; $2). A tribute to the announcer and his ability to read poetry is carried in a foreword by Prof. William Lyon Phelps. Ross, who recently received the diction award of the American Academy of Arts and Sciences, is also a poet, his work appearing in magazines such as THE NEW REPUBLIC and THE NATION.

HIGHLY interesting debates on controversial current topics presented by WOR, Newark, in "The Forum Hour" have been compiled and edited by S. Theodore Granik, director of the program, and published under the title of *WOR Forum Book* (Falcon Press, Inc., New York, $3). The book is dedicated to Alfred J. McCosker, managing director of WOR and president of NAB, and carries a foreword by Senator Robert F. Wagner, of New York. The 32 contributors include some of the foremost American publicists and the 15 topics are among the most timely.

GROWING INTEREST in short-wave reception is reflected in the appearance of a new monthly magazine called *Short Wave Radio.* This magazine is in the popular scientific class, and contains articles of interest to radio fans of all types. Robert Hertzberg is editor and Louis Martin, technical director. Both men have had long experience in the scientific publishing business and are the authors of numerous radio articles and books. The first issue, now on the newsstands, contains 48 pages.

We Pay Our Respects to—

LOUIS ALFRED WITTEN

COMMERCIAL radio owes many of its outstanding programs and just as many notable "firsts", to the fact that a chemical manufacturer in Bayshore, L. I., in the early 'twenties, began to experiment with basket-weave coils. That was in the days when an amateur's receiving set covered the full length of a six-foot bench, and Louis Witten was one of those who wanted to reduce the length of the set so as to leave some of the bench visible.

The basket-weave proved successful, and though Witten was not the only experimenter working in this field, he established a set-making business under the name of Radiotel Manufacturing Co., with the new coils as the chief feature of the sets. As was usual with Witten businesses, the new enterprise went well for a time: so well that he took two others into partnership with him, and with the new capital bought WAAQ, Greenwich, Conn., and moved it to Bayshore. With 250 watts and operating on full time, the station enjoyed about as much success as most others in the New York area in pre-network days, and Witten assumed responsibility for most of the program-building and announced many of the features.

At the end of two years, during which the combined manufacturing and broadcasting business had prospered, Witten was driven out by what he calls "local politics," and he prepared to enter the real estate business. Four months were to elapse, however, before his contract became effective, and in the meantime he decided to try his luck at announcing in New York. At WJZ he was one of two finalists in a special audition, but he went on to WOR, and was engaged there in October, 1926. Later, when he was offered the WJZ position, he refused it. He still expected to leave radio for real estate in a short time, and was anxious for the personal publicity that he could get from announcing feature programs.

He announced more of these than he had anticipated, for he stayed at WOR and he stayed in radio. He soon began program building for commercial clients, and he was in his stride as an originator of original entertainment by the time WOR became the key-station of CBS. Witten was the network's first chief announcer, and he built its early commercials.

Noteworthy among these was the Kolster Radio Corporation's series, in which Witten developed spot broadcasting to an unprecedented extent for commercial use, and for which he arranged a barnstorming tour of college campuses, broadcasting glee club concerts. In three months he made the De Forest program second in popularity among all those on the networks, presenting opera stars in a brilliant succession, and introducing Arthur Pryor.

To William S. Paley he suggested organization of a group of companies with related interests, comparable to the present RCA-RKO-Victor-NBC association, and when Paramount - Publix became one of the owners and a client of Columbia, he created its early programs.

It was during this period that Witten developed startlingly original ideas. He produced the first international commercial, making a pick-up from Canada, and the first trans - Atlantic commercial, presenting Chevalier from Paris for Paramount - Publix. He arranged, and participated in, the first two-way conversation between airplanes, during which Witten flew over five cities and introduced programs originating in them. He became widely known as the daredevil announcer, and earned the reputation by his resourcefulness in broadcasting news events from the cockpit of an airplane.

He had been air-minded ever since his school days, for in 1918 at the age of twenty he enlisted in the air force, only to be flunked out because of defective vision in one eye. That defect, however, did not prevent his being an all-round athlete, and neither has the roar of airplane engines dulled his ear.

For five years now, since August, 1928—he has been director of radio for Hanff-Metzger, Inc., producing such shows as "Royal's Poet of the

(Continued on page 22)

PERSONAL NOTES

DR. FRANK W. ELLIOTT, former manager of WOC, Davenport, Ia., has become radio manager for the Lansing (Mich.) State Journal, which has an application pending before the Radio Commission for a new station in that city.

COL. B. J. PALMER, chairman of the board of directors of the Central Broadcasting Co., operator of WOC-WHO, Des Moines, and Mrs. Palmer will soon sail for an extended vacation tour of Europe.

JERE O'CONNOR, of the sales staff at KFWB, Hollywood, is on his way back from a belated honeymoon to Latin American countries. Married in the spring, business postponed the honeymoon until October.

R. C. LOCKMAN, formerly of the sales staff of KFAC, Los Angeles, has joined the commercial department of KHJ, Los Angeles.

DON GILMAN, NBC Pacific division vice president, together with Lloyd Yoder, press relations and special events head, journeyed to Los Angeles for the broadcast from the testimonial dinner for Marie Dressler on her 62nd birthday on Nov. 9.

WESLEY ("Doc") DOUGHERTY, general manager for Freeman Lang's sound studios in Hollywood, is recuperating from an appendicitis operation at the Queen of the Angeles Hospital.

M. A. LEESE, owner of WMAL, Washington, now operated under lease by NBC, has been elected president of the Washington Board of Trade. He succeeds Thomas P. Littlepage, Washington attorney well-known in radio practice.

CARL HAVERLIN, sales manager of KFI-KECA, Los Angeles, spoke to the round table division of Los Angeles Advertising Club Nov. 3 on "Merchandising Tie-Ups in Present Day Marketing." Leo Tyson, business manager of Al Pearce's NBC gang, was chairman.

JOHN SWALLOW, former manager of KFAC, Los Angeles, but now in charge of NBC broadcasts from the RKO Hollywood lot, takes the part of J. Montgomery Ward, announcer, in Paramount's "Saturday's Millions."

OSWALD F. SCHUETTE, NAB copyright director, and Mrs. Schuette, are parents of a 6 lb. 11 ounce son, born in Washington, Nov. 5. He is their sixth child and fourth son.

H. ROY MARKS, formerly of the P. F. O'Keefe Advertising Agency, Boston, has joined the commercial staff of WEEI, Boston. He is a son-in-law of Joseph Urban, the noted stage designer.

NED BAILEY has left the managership of the Omaha studios of KFAB, Lincoln, Neb., and is doing free-lance work.

BEN McGLASHAN, owner of KGFJ, Los Angeles, has been named radio chairman of local Community Chest campaign.

RUTH BETZ, formerly publicity director for WBBM, Chicago, is now on the press staff of CBS in New York. She recently returned from a vacation trip to Bermuda.

BOB KLEIN, formerly of the J. Walter Thompson agency in Chicago, has been added to the program staff of the CBS Chicago division.

JOSEPH V. McKEEN, formerly of WDEL, Wilmington, Del., and WHP, Harrisburg, Pa., is now commercial manager of WDAS, Philadelphia.

GUESTS of Fred Weber of the NBC Chicago studios during the latter part of October included Walter Damm, WTMJ; E. L. Tyson, WWJ; Stanley Hubbard, KSTP; "Plug" Kendrick, WKBF; Vernon Smith, WREN.

CAPT. JEAN V. GROMBACH, president of Jean V. Grombach, Inc., radio program and electrical transcription organization, 113 West 57th St., New York, gave a dinner to the members of his engineering staff at the New York Athletic Club No. 2, in observance of the second anniversary of the Grombach organization.

A. L. McKEE, manager of WHBU, Anderson, Ind., and Mrs. McKee announce the birth of a daughter, Evalee McKee, Oct. 19.

HOWARD RAY, formerly of KTSM, El Paso, and KOB, Albuquerque, has been named commercial manager of WDAG, Amarillo, Tex.

S. W. FRASER, formerly with Brown and Bigelow, St. Paul novelty publishers, has joined the sales staff of WDAY, Fargo, N. D.

C. M. C. RAYMOND, at one time commercial manager of KGER, Long Beach, Cal., is now contact man for KFAC, Los Angeles. Ivan Hill has also joined the sales staff.

BRACE BEEMER has been appointed manager of WXYZ, Detroit.

BEHIND THE MICROPHONE

EDWARD HERLIHY, formerly of WHDH, Boston, and a nephew of Fred Allen, the comedian, has joined the announcing staff of WEEI, Boston. He was picked out of a large field to announce the Blackstone Plantation program being keyed from WEEI.

JOE CARLTON, former announcer of WBT, Charlotte, has resigned to enter the University of North Carolina. Bill Kerchies, WBT staff trumpeter, has quit broadcasting to join the Ringling Brothers Circus.

DOROTHY GILLESPIE has resigned from the traffic department of KFRC, San Francisco.

GLENHALL TAYLOR and Walter J. Rudolph, both formerly with KTAB, San Francisco, are now partners in the New Era Music Publishing Co.

MAURICE THOMPSON, studio director, and Elmer H. Dressman, director of continuity and publicity of WCKY, Cincinnati - Covington, left Nov. 10 for St. Petersburg, Fla., to attend the fourth annual International Radio Party. They made the trip by motor.

ALFRED A. CHANCE, formerly of WCCO, Minneapolis, has joined WJSV, Washington, as production director.

DOROTHY CANTRELL has been added to the program staff of the NBC Chicago division, succeeding Delia Gagnon, who had been with the network's Chicago office since it was established.

DEAN METCALF, chief announcer of KIEV, Glendale, Cal., has gone with KGW, Portland, Ore., as a staff announcer. Harold Horton, former KMTR production manager, has started with KIEV in a similar capacity.

EDWARD LYNN, producing drama at both KHJ and KMTR, Los Angeles, has written the lyrics for the new Charles Wakefield Cadman "Master of the Forge" choral number.

DON ALLEN, copy chief and announcer at KFWB, Hollywood, will also serve as traffic manager for the newly formed "Southern California Network."

MEL WILLIAMSON, formerly of KFWB, Hollywood, has joined KMTR as staff announcer.

CHARLES FINK, said to be the world's fastest banjo player, has been added to the staff of WOC-WHO, Des Moines.

IN THE CONTROL ROOM

JOE H. McKINNEY, inspector in charge of the Miami office of the Radio Commission, and Mrs. McKinney are parents of a daughter, Barbara, born Nov. 4.

LESTER CULLEY has been added to the NBC San Francisco technical staff as studio engineer. Ernest Wilmshurst has been transferred from the same staff to KYA.

CHARLES M. BUTLER, engineer in the NBC Chicago division, and Gertrude Williams, radio actress, were married in Highland Park, Ill. Nov. 4.

DONALD HOLADAY, formerly operator at WDAY, Fargo, N. D., has joined the operating staff of KGFK, Moorhead, Minn.

O. H. Caldwell Honored

THE DEGREE of Doctor of Engineering was conferred upon Orestes H. Caldwell, editor of ELECTRONICS and president of the New York Electrical Society, by the faculty of Purdue University, his alma mater, Nov. 4. Mr. Caldwell served as a member of the original Federal Radio Commission. He is a director of the Institute of Radio Engineers, past chairman of the New York section, American Institute of Electrical Engineers, member of the communications and radio committees of the American Engineering Council, and trustee of the New York Museum of Science and Industry.

A. N. A. Elects McIntire President at Convention

ALLYN B. McINTIRE, vice president of the Pepperell Manufacturing Co., Boston (sheets and fabrics) was elected president of the Association of National Advertisers at its 24th annual convention in Washington Nov. 13. He formerly was with Batten, Barton, Durstine & Osborn and N. W. Ayer & Son, advertising agencies, and with the Conde Nast publications. He succeeds Stuart Peabody, the Borden Co., New York, who was named chairman of the board.

Turner Jones, the Coca-Cola Co., Atlanta, was elected vice president; Ralph Rogan, Proctor & Gamble Co., second vice president, and W. B. Geissinger, California Fruit Growers Exchange, third vice president. New directors elected are Ken R. Dyke, Colgate-Palmolive-Peet Co., and Mr. Peabody. Directors reelected are Lee H. Bristol, Bristol-Myers Co.; A. T. Preyer, Vick Chemical Co., and Allan Brown, Bakelite Corp. Paul B. West was continued as managing director.

THE MAYBELLINE Co., Chicago (cosmetics) is using announcements on several stations in a 13-time series. The account is handled by Phelps-Engle-Phelps, Chicago.

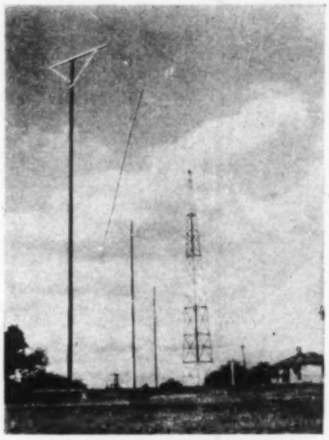
EMPLOYMENT has picked up about 19% in the South. That means more spending money for a lot of people.

And 19% more people spending money means another "plus" you get when you buy WSM, Nashville.

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO ATLANTA DETROIT SAN FRANCISCO

Cleared Channel Unlimited Time
WSM
NBC Affiliate 50,000 WATTS 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE



New 3-Element Antenna

A THREE-ELEMENT directional antenna, designed to suppress its signal in the direction of the New York metropolitan area, has just been installed by WORC, Worcester, Mass., under the direction of T. A. M. Craven, consulting engineer of Washington. The station expects to begin operation with increased power of 500 watts on 1280 kc. about Nov. 15. Tests indicate the antenna system will throw a signal equivalent to 800 watts onto Worcester.

Louis A. Witten

(*Continued from page 21*)

Organ," with Jesse Crawford, and now the popular Fire Chief series with Ed Wynn for the Texas Company. The latter is evidence of one of Witten's basic ideas for a radio program—that the commercial must be subordinated to the entertainment and that it can be effectively done by "guying" it. Wynn was one of the first broadcasters to do this, and Witten has used a similar method in the current series of Jones and Hare.

These programs are presented from the stage of the Roxy Theatre because Witten is anticipating the day when television will be a commercial possibility and when the technique of the stage will be applied to nearly all broadcasts. He believes he was the first to make regular broadcasts from the stage, when a series was given from the Brooklyn Paramount in 1928.

Born in Brooklyn April 25, 1898, the son of a metal goods manufacturer and educated in and around New York and at Cornell, Witten has never strayed far from the metropolitan area. He still announces most of Hanff-Metzger's radio presentations, and only in the business is it known that he is the executive behind their presentation.

Broadcasters' Code Approved

(*Continued from page 5*)

of its component parts in terms of not more than six months."

"As a definite part of the national program of recovery and increased stability and confidence," he asserted, "the broadcasters are clearly entitled to the full term of license provided by Congress in the Radio Act of 1927. I cannot recommend that the radio broadcasting industry be required to make additional fixed and permanent commitments unless it first can be given the full measure of protection provided by law."

Licenses Up to Commission

MR. BALDWIN pointed out that responsibility for a decision on this point rests with the Commission. "However," he added, "We are faced with the situation where one branch of the government (the Radio Commission) is licensing and regulating an industry and another branch of the government (the NRA) is making decisions of the greatest importance to that industry's economic existence. It seems only proper, therefore, to suggest that there should be the closest kind of cooperation between these two agencies. I urge the NRA to give serious consideration to this phase of the question and to make a proper recommendation thereon to the Commission."

Compliance with the code, plus voluntary plans for increased network employment, Mr. Baldwin held, will increase by approximately 765 the number of persons regularly employed in the industry. The NAB has estimated that the industry, as of last July, employed approximately 11,000 persons and had an annual payroll of nearly $21,000.

Labor Will Benefit

"THIS," MR. BALDWIN stated, "would exceed by about 350 persons, or more than 3 per cent, the total for any previous period. It is estimated that total payrolls under the code will be more than double those of 1929, the peak year in most industries and will equal 93.2 per cent of the payrolls in 1931, a peak year for the radio broadcasting industry, notwithstanding the salary cuts in the high brackets."

Mr. Baldwin asserted he felt the operations of the code will be beneficial to labor. "My best information," he added, "is that there will not be an increase in rates charged for facilities, so that the consumer should not be adversely affected. The industry will be required to absorb greater operating costs. Compliance with the trade practice provisions should be beneficial to both the radio audience and the industry."

Shell Drops Show Plan After Theaters Protest

SHELL OIL Co. and the San Francisco office of the J. Walter Thompson agency abandoned plans for a free presentation of its Shell Show (formerly Blue Monday Jamboree of KFRC) at the Civic Auditorium after San Francisco theater managers protested.

A committee of showmen conferred with E. H. Sanders, advertising chief of Shell, and Fred Fidler of the Thompson agency, protesting the free show as unfair competition and threatening to boycott Shell products and all artists if the show were made available to 15,000 gratis.

Shell and the Thompson agency agreed to continue doing the program in the KFRC studios, where a limited audience may view the broadcast.

Full Text of NRA Code of Fair Competition . . .

(*Continued from page 5*)

but at least one and one-half times the normal rate shall be paid such employees for hours worked in excess of the maximum hours provided in Section 1 of this article.

(d) Broadcast Technicians, with respect to whom the maximum hours of work shall not exceed forty-eight hours per week.

(e) Persons employed on special event programs of public interest, with respect to whom the maximum hours of work shall not exceed the number of hours herein prescribed for their class of work averaged over any six weeks' period.

Article IV—WAGES

1. No employee, except those enumerated in paragraphs (a), (b), and (c), hereof shall be paid at less than the weekly rate of fifteen dollars per week in any city of over 500,000 population or in the immediate retail trade area of such city; or at less than the rate of fourteen dollars and fifty cents per week in any city of between 250,000 and 500,000 population or in the immediate retail trade area of such city; or at less than the rate of fourteen dollars per week in any city of between 2,500 and 250,000 population or in the immediate retail trade area of such city; or at less than the rate of twelve dollars per week in any town or place of less than 2,500 population. Population, for the purpose of this Code, shall be determined by the 1930 Federal Census.

(a) Broadcast operators and control men shall be paid at a rate of not less than forty dollars per week when they are employed at any radio broadcasting station classified by the Federal Radio Commission as a clear channel or high-power regional station; or at a rate of not less than thirty dollars per week when they are employed at any broadcasting station classified by the Federal Radio Commission as a clear channel part-time or low-power regional station, unless such station on July 1, 1933, regularly employed not more than three broadcast operators and control men, in which case the rate of pay shall be not less than twenty dollars per week; and at a rate of not less than twenty dollars per week at any broadcasting station classified by the Federal Radio Commission as a low-power part-time regional, local unlimited, or local part-time station. Employers shall be entitled to employ as apprentices persons learning the technique of radio broadcasting control and transmission. Such apprenticeship within the industry shall not exceed a cumulative period of twelve months. The number of persons so employed, if more than one, shall not exceed ten per cent of the total number of regular employes of each employer. The rate of pay for apprentices shall be not less than twelve dollars per week.

(b) Announcers and program production employees shall be paid not less than at the rate of twenty dollars per week, except that in stations where not more than ten persons were regularly employed on July 1, 1933, the rate of pay for such employees shall be not less than fifteen dollars per week.

(c) The minimum rate of pay herein provided shall not apply to salesmen working on commission only.

2. Employers agree not to reduce the compensation for employment now in excess of the minimum wages hereby agreed to (notwithstanding that the hours worked in such employment may be hereby reduced) and to increase the pay for such employment by an equitable readjustment of all pay schedules. Where a State law provides a higher minimum wage than is provided in this Code, no person employed within that State shall be paid a wage below that required by such State law.

Article V—GENERAL LABOR PROVISIONS

1. After the effective date of this Code, employers will not employ any person under sixteen years of age, except that persons under sixteen may be used as talent on programs for not more than three hours per day, and those hours to be such as will not interfere with their schooling. Provided, however, that where a State law provides a higher minimum age, such State law shall be controlling.

2. Employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization, or in other concerted activities, for the purpose of collective bargaining or other mutual aid or protection.

3. No employee and no one seeking employment shall be required as a condition of employment to join any company union, or to refrain from joining, organizing, or assisting a labor organization of his own choosing.

4. Employers shall comply with maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the President.

5. Working conditions in any broadcasting station or network shall not be changed to frustrate the intent and purpose of this Code. Where on Nov. 1, 1933, any broadcaster paid broadcast technicians wages in excess of the minimum herein provided for or worked such employees a lessor number of hours per week than herein permitted, such higher wages and such lesser number of hours shall be deemed to be and are hereby declared to be the minimum scale of wages and maximum number of hours with respect to such stations.

6. Nothing herein contained shall be construed to apply to employees whose rates of wages, hours, and/or weekly full time wages are established by labor agreement, understandings or practices now in force, where such minimum rates of pay are higher and the maximum number of hours per week are lower than those set forth herein above.

Article VI—ADMINISTRATION

To further effectuate the policies of the Act, a Code Authority is hereby constituted to cooperate with the Administrator in the administration of this Code.

1. The Code Authority shall consist of James W. Baldwin, Isaac Z. Buckwalter, John Elmer, James Kiernan, Alfred J. McCosker, Edward N. Nockels, M. R. Runyon, Frank M. Russell, John Shepard, III, and in addition thereto there may be three members without vote to be appointed by the Administrator, who, together with the Administrator, shall be given notice of and may sit at all meetings of the Code Authority.

2. In order that the Code Authority shall at all times be truly representative of the industry and in other respects comply with the provisions of the Act, the Administrator may provide such hearings as he may deem proper; and thereafter if he shall find that the Code Authority is not truly representative or does not in other respects comply with the provisions of the Act, may require an appropriate modification in the method of selection of the Code Authority.

3. The Code Authority shall investigate the hours of labor and the wages of radio artists and performers (other than musicians), and upon the completion of its investigation shall report thereon to the Administrator.

4. The Code Authority shall investigate the hours of labor, wages, and working conditions of broadcast technicians and the relation thereof to general conditions within the industry, and within a period of ninety days from the effective date of this Code, shall report thereon to the Administrator.

5. As and when any question directly or indirectly affecting any class of employees engaged in the Radio Broadcasting Industry is to be considered by the Code Authority, one representative of such class, selected by the Administrator from nominations made by such class in such manner as may be prescribed by the Administrator, shall sit with and become for such purposes a member of the Code Authority with a right to vote.

6. In addition to information required to be submitted to the Code Authority there shall be furnished such statistical information as the Administrator may deem necessary for the purposes recited in Section 3 (a) of the National Industrial Recovery Act.

7. The Code Authority shall recommend to the Administrator a permanent form of organization for the administration of this Code.

8. Members of the broadcasting industry shall be entitled to participate in and share the benefits of the activities of the Code Authority and to participate in the selection of the members thereof by assenting to and complying with the requirements of this Code and sustaining their reasonable share of the expenses of its administration. Such reasonable share of the expenses of administration shall be determined by the Code Authority, subject to review by the Administrator, on the basis of volume of business and/or such other factors as may be deemed equitable.

9. Nothing contained in this Code shall constitute the members of the Code Authority partners for any purpose. Nor shall any member of the Code Authority be liable in any manner to anyone for any act of any other member, officer, agent or employee of the Code Authority exercising reasonable diligence in the conduct of his duties hereunder or be liable to anyone for any action or omission to act under the Code, except for his own willful mis-feasance or non-feasance.

10. The Code Authority shall have the following powers and duties in addition to those elsewhere provided in this Code, subject to the right of the Administrator, on review, to disapprove or modify any action taken by the Code Authority:

(a) To adopt by-laws and rules and regulations for its procedure and for the administration and enforcement of the Code, in accordance with the powers herein granted, and to submit the same to the Administrator for his approval together with true copies of any amendments or additions when made thereto, minutes of meetings when held, and such other information as to its activities as the Administrator may deem necessary to effect the purposes of the act.

(b) To obtain from members of the industry for use of the Code Authority, for the Administrator in the administration and enforcement of the Code, and for the information of the President, reports based on such periods as may be determined by the Code Authority as soon as the necessary readjustment within the industry can be made and to give assistance to members of the industry in improving methods, or in prescribing a uniform system, of accounting and reporting. All individual reports shall be kept confidential as to the members of the industry and only general summaries thereof may be published.

(c) To receive complaints of violations of this Code, make investigations thereof, provide hearings thereon and adjust such complaints, and bring to the attention of the Administrator for prosecution, recommendations, and

(*Continued on page 28*)

KSD

IN ST. LOUIS

RATE CARD INTEGRITY

In hearty accord with those broadcasting stations which maintain card rates to all advertisers, KSD guarantees that no advertiser using this station enjoys any secret rate, rebate or discount.

Red Network Outlet for National Broadcasting Company

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

Edward Petry & Co., National Advertising Representatives

New York Chicago Detroit

St. Louis San Francisco Atlanta

Whereas

We believe all confidential or group rates, special or secret commissions, cut rates, and all forms of chiseling on radio time to be an evil to radio station and advertiser alike: and,

Whereas, we believe that the radio station can best serve the interests of the advertiser by having easily available for him at all times honest and accurate information on our markets, coverage, management and program facilities.

We, the undersigned stations, have eliminated all brokers, general representatives and time selling transcription companies, and have appointed as our *sole representative*—EDWARD PETRY & CO., Inc.

In taking this step, we guarantee to the advertiser and his agency . . .

A Square Deal: One price to all.

Information: The Edward Petry Company, Inc., can at all times give you accurate, up-to-the-minute information on all

THE *PRINCIPLE* UPON WHICH EDWARD PETRY & CO., INC., OPERATES MEETS pertinent facts concerning our markets, coverage, facilities, availability of time, etc.

Intelligent Cooperation: The Edward Petry Company, Inc., is composed of experienced advertising executives who can understand and discuss *your* problems from *your* point of view.

Convenience: With five strategically located Petry offices throughout the country, the most distant territory is no farther away from you than—at the most—an inexpensive telephone call.

If your advertising plan includes spot broadcasting, get in touch with the nearest Petry office for intelligent consultation, without obligation on your part. • *Contracts will be accepted* only *through one of the five Petry offices, or direct—billing and collecting is done direct by the individual station.*

City	*Station*	*City*	*Station*
Atlanta	WSB	Memphis	WMC
Birmingham	WBRC	Milwaukee	WTMJ
Bismarck	KFYR	Nashville	WSM
Buffalo	WBEN	New Orleans	WSMB
Dallas	WFAA	Norfolk	WTAR
Detroit	WWJ	St. Louis	KSD
Fort Worth	WBAP	Salt Lake City	KSL
Hot Springs	KTHS	San Antonio	WOAI
Houston	KPRC	Shreveport	KTBS
Indianapolis	WFBM	Tampa	WDAE
Kansas City	WDAF	Tulsa	KVOO
Louisville	WHAS	Wichita	KFH

Represented exclusively throughout the United States by

EDWARD PETRY & CO., Incorporated

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA

WITH THE APPROVAL OF THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

McClelland Discloses New Net Project As Wynn's Chain Fails

Former NBC Executive Proposes "Major Network"; ABS Bankrupt as Comedian is Blamed

WITH THE FAILURE of the Amalgamated Broadcasting System, Ed Wynn's ill-starred third network enterprise, negotiations are understood to be in progress for revival of a "regional chain" feeding a half dozen stations from New York to Washington and continuing to use the Western Union wires and equipment set up by the defunct chain. The outcome of the negotiations was regarded as extremely doubtful, however, as BROADCASTING went to press.

Several of the stations aligned with the Amalgamated have been receiving "test programs" over the old network facilities, from stations in New York, which aspire to pick up where Amalgamated left off so abruptly Nov. 1. It is also rumored that WMCA will push forward plans for a "quality group" covering eleven major markets.

McClelland Plans to Compete

PLANS for the creation of a third "major network," to include leading independent stations, were announced Nov. 12 by George F. McClelland, former NBC vice president. While details were not divulged, Mr. McClelland said the chain would become competitive with NBC and CBS and would be operated on a mutual basis.

Newspapermen in New York were told that the project had proceeded to the organization stage and that officers and directors as well as executive personnel would be announced shortly. Joseph Schultz, 522 Fifth Ave., New York, acting as general counsel for Mr. McClelland, declared that sufficient stations already have been aligned to assure outlets in every state.

Mr. Schultz asserted that the mutual feature of the plan provides that participating stations will be paid for actual cost of maintaining operations, together with a share in the profits of the network as a unit. He said that while no radical departures in programs are contemplated, it is planned to place greater limitations on advertising credits. News features will be emphasized.

A name for the network probably will be agreed upon shortly according to Mr. Schultz.

Mr. McClelland resigned from NBC Oct. 20, at which time he said he would continue in broadcasting in an independent capacity. He had been with NBC since its creation in 1926, and prior to that, was with WEAF, which he placed on the air in 1922 for the A. T. & T. Until November, 1932, he was vice president and general manager of NBC, and for a short period afterward assistant to the president. Afterward, he became vice president in charge of sales, which post he resigned last month.

After his resignation he opened offices at 21 East 40th St., New York, his present headquarters.

Receiver for ABS Net

AMALGAMATED was placed in the hands of a receiver, the Irving Trust Co., Nov. 3 on petition of three creditors having claims of about $2,000. The network ceased feeding the dozen small stations aligned with it at midnight Nov. 1, a week after Wynn himself had resigned, arousing considerable ill-feeling among his former associates. While the network was launched early this year, it did not begin actual operation until Sept. 25. It lasted only five weeks.

Prior to the closing, futile efforts were made to persuade Loew's, Inc., subsidiary of Metro-Goldwyn-Mayer, operating WHN, New York, to take over Amalgamated. While the concern was said to be interested, negotiations, it is understood, were terminated when WBNX, New York, the Amalgamated key, declined to relinquish its stock-holdings of about 10 per cent or to surrender a five--year contract with Amalgamated. Loew's apparently was interested only in procuring 100 per cent of the organization.

Liabilities Total $38,000

AMALGAMATED'S liabilities are placed at about $38,000, of which some $10,000 represents salaries. With its closing, some 200 regular employes, said to average less than $20 per week, were released along with hundreds of "sustaining" artists and performers. While Wynn had stated as early as last summer that he had invested some $250,000 in the venture, it is now understood that his total investment amounted to about $125,000.

An eleventh hour effort of Ota Gygi, Amalgamated vice president and former close friend of Wynn, to stave off receivership proved futile. In a letter to members of the board on Nov. 2 he said the condition of the company was "due to a sudden and unexpected withdrawal of its financial backing without sufficient warning." He claimed the company owed him upwards of $100,000 and declared that "everyone else has deserted." He called a meeting the following Monday, Nov. 6; but the court appointed a receiver Nov. 3.

Musicians, artists and other employes are confused in filing claims for back pay, but most of the demands are made on Wynn himself. Wynn announced his resignation as president and director of the network Oct. 23, shortly after his return from the west coast, and renewed his Texaco "Fire Chief" program under a long-term contract said to pay him $7,500 a week. The musicians' union immediately demanded a guarantee of four weeks' pay for its members employed by Amalgamated, and some sort of settlement was made by Wynn to avoid labor troubles.

Some time is expected to elapse before the receiver, Irving Trust Co., proceeds with liquidation of the venture. The only assets are understood to be the technical apparatus and studios at 501 Madison Ave. At such a receivership sale it is likely that groups having network aspirations will compete in the bidding for the physical facilities.

Creditors Blame Wynn

IN A STATEMENT dated Nov. 8, Cohen & Wedeen, counsel for creditors of Amalgamated, announced a plan had been adopted with a view of protecting creditors' interests. Mr. Gygi, the statement said, informed them that the assets of the bankrupt firm, represented by furniture and technical equipment, approximated $50,000, and that general liabilities were $28,000, of which about $10,000 is due employes for wages.

"It appears that the resignation of Mr. Wynn as president, and his refusal to advance any additional moneys to the corporation with which to carry on, definitely brought about the acute situation which resulted in bankruptcy," the statement said.

The plan adopted by the creditors provides that efforts be made to have Ed Wynn waive an alleged claim of more than $100,000 in investment and pay employes their back salaries. It also recommends negotiations be started to obtain a purchaser of the network as a "going concern" at a price sufficient to pay creditors in full. A creditors' committee was designated to pursue this plan. James D. Cass was named by the Irving Trust Co. to represent them in administering the affairs of the company. He is now working at the Amalgamated offices at 501 Madison Avenue, New York.

WHERE THERE'S A WILL, THERE'S A WAY—
(YE VERY OLDE PROVERBE)
USINESS
SALES RESISTANCE
IOWA BROADCASTING COMPANY
234 ADVERTISING-WISE MERCHANTS HAVE FOUND THAT THE THREE REGISTER AND TRIBUNE STATIONS ARE THE "WILL" WITH A "WAY" TO RESULTS.

KSO* Des Moines KWCR* Cedar Rapids WIAS-Ottumwa

Synchronized merchandising service on all three stations available to national advertisers

**Affiliated with N. B. C. Blue Net Work 18 hours Daily*

WIL

OF ST. LOUIS

IS

"The Biggest Little Station in The Nation"....

because it has one of radio's most distinguished producing and executive staffs

Bill Bradley,
Formerly Managing Editor of the *St. Louis Times.*

George Wood,
Special Correspondent of the *St. Louis Post Dispatch.*

A. B. Hendry,
Feature and News Writer and Publicity Director of the St. Louis Chamber of Commerce.

Clem Hurd,
Member of the Reportorial Staff of Mid-west Newspapers.

Neal Norman,
Member of a distinguished theatrical family.

Dave Pasternak,
Sports Commentator and former executive of Young Men's Chamber of Commerce.

L. A. Benson,
In active management of radio stations in St. Louis for more than 12 years.

Ray C. Schroeder,
Formerly Washington Correspondent and later City Editor of a metropolitan daily.

Edgar P. Shutz,
Editor of an Automobile Section for more than 16 years.

Carmen Crocker,
St. Louis' outstanding woman reporter.

Catherine A. Snodgrass,
Contributor to National Magazines and Dramatic Critic.

Russ Walker,
Writer of verse and student of literature.

Frank Eschen,
Producing and directing the management of theatrical productions for many years.

C. W. Benson,
Commercial executive and an expert in public relations.

The ability and ingenuity of this expertly trained staff, turning its many and varied experiences now to radio, is completely at your service.

Write us for rates or detailed information

WIL

"The Biggest Little Station in The Nation"

ST. LOUIS • **MISSOURI**

PIEZO ELECTRIC CRYSTALS

"Superior by Comparison"

New Low Prices in Effect

BROADCAST BAND

Broadcast Band Crystals supplied fully mounted, ground to an accuracy BETTER than .03% at our new low price of $35.00. To adjust to EXACT FREQUENCY only a slight change in temperature is required. In ordering please specify type tube, plate voltage and operating temperature.

FREQUENCY RANGE

100 to 1500 Kc. . . **$35**
1501 to 3000 Kc. . . **$40**
3001 to 4000 Kc. . . **$45**
4001 to 6000 Kc. . . **$50**

STATION MONITOR SERVICE

We offer our facilities to adjust or furnish new crystals for your Station Monitor. This Monitor service is prompt and our prices are very reasonable. Calibrations guaranteed accurate to BETTER than 50 cycles.

Prompt Delivery Assured

SCIENTIFIC RADIO SERVICE
"THE CRYSTAL SPECIALISTS"
SINCE 1925
124 JACKSON AVE., UNIVERSITY PARK
HYATTSVILLE, MARYLAND

WDRC

Now 1,000 Watts

FULL TIME STATION
in Connecticut

Broadcasting

16 HOURS DAILY

From

The Advertising Test City
of America

HARTFORD, CONNECTICUT

BASIC NETWORK STATION OF THE COLUMBIA BROADCASTING SYSTEM AND ASSOCIATED STATION OF THE YANKEE NETWORK

Full Text of NRA Code of Fair Competition . . .

(Continued from page 23)

information relative to unadjusted violations; in no event shall the Code Authority proceed to prosecute without notice to and approval by the Administrator.

(d) To use such trade associations and other agencies as it deems proper for the carrying out of any of its activities provided for herein and to pay such trade associations and agencies the cost thereof, provided that nothing herein shall relieve the Code Authority of its duties or responsibilities under this Code and that such trade associations and agencies shall at all times be subject to and comply with the provisions hereof.

(e) To coordinate the administration of this Code with such other codes, if any, as may be related to the industry, or any subdivision thereof, and to delegate to any other administrative authority, with the approval of the Administrator, such powers as will promote joint and harmonious action upon matters of common interest.

(f) To secure an equitable and proportionate payment of the expenses of maintaining the Code Authority and its activities from members of the industry.

(g) To cooperate with the Administrator in regulating the use of the NRA Code Insignia solely by those employers who have assented to, and are complying with, this Code.

(h) To initiate, consider and make recommendations for the modification or amendment of this Code.

11. An appeal from any action by the Code Authority affecting the rights of any employer or employee in the industry may be taken to the Administrator.

Article VII—TRADE PRACTICES

1. *Rates, Commissions and Discounts.*

(a) Each broadcaster and network shall forthwith publish and file with the Code Authority a schedule of all its rates regularly and currently charged to advertisers for the use of broadcasting time, together with all discounts, rebates, refunds and commissions which shall be allowed to the users of such time or to their recognized agents, such schedule to be known as the Rate Card. No rate card or rate charged thereunder shall be modified until fifteen days after the filing with the Code Authority of the Rate Card with the proposed modifications. Charges for the use of broadcasting time, and discounts, rebates, refunds and commissions allowed to the users of such time or their recognized agents shall be in exact accordance with such Rate Card except that under conditions not specifically covered by the Rate Card, charges for the use of broadcasting time may be at special rates provided a full written statement of such special rates and conditions is filed immediately with the Code Authority, which authority shall be authorized to publish such statement in full. In no event shall modifications of the Rate Card, special rates or special conditions violate any of the terms of this Code.

(b) Any attempt to evade the provisions of this Code through the offer or payment of excessive or unearned commissions, discounts, rebates, refunds, gratuities, or free time (other than legitimate program announcements) and any business done on a cost per-inquiry, contingent, or percentage basis shall be deemed unfair trade practice within the meaning of this Code.

2. *Special Services and Facilities.*

(a) No broadcaster or network supply for commercial programs special technical facilities, including outside pickups or wire lines, at less than the actual cost to it of such special services or facilities unless a full written report is filed immediately with the Code Authority and in no event shall such facilities be supplied below cost for the purpose of evading the provisions of this Code.

3. *Sales of Talent, Literary and Musical Rights, Recordings, Etc.*

(a) No broadcaster or network shall sell or furnish for commercial programs, talent, or special recordings, or literary or musical rights of any sort, not provided for in the Rate Card at less than the actual cost to the broadcaster or network of such talent or special recordings, or literary or musical rights unless a full written statement of such sale below cost is filed immediately with the Code Authority, and in no event shall such sale below cost be for the purpose of evading the provisions of this Code.

4. *General Provisions.*

(a) This Code shall apply to all contracts made on or after the date on which this Code becomes effective and after that date shall apply to all renewals or extensions made of contracts made prior thereto unless there is vested in a party other than the broadcaster or network a right to renew or extend the then-existing contract.

(b) No broadcaster or network shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing, or quality of service.

(c) No broadcaster or network shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

(d) No broadcaster or network shall accept or knowingly permit any performer, singer, musician, or orchestra leader regularly employed by such broadcaster or network to accept any money, gift, bonus, refund, rebate, royalty service, favor or any other thing or act of value from any music publisher, composer, author, copyright owner or the agents or assignees of any such persons for performing or having performed any musical or other composition for any broadcaster or network when the purpose is to induce such persons to sing, play, or perform, or to have sung, played, or performed any such works.

(e) No broadcaster or network shall knowingly permit the broadcasting of any advertisement of, or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes.

(f) Where a station or network is broadcasting a sustaining program utilizing the services of any band or orchestra, it shall be deemed an unfair practice under this Code to make any commercial announcement advertising any commodity either before, during or after the program the effect of which is to create falsely the impression that the music is furnished or paid for by any persons or firm other than the actual employer of such band or orchestra.

(g) It shall be considered an unfair trade practice under this Code for any station or network to destroy fair competition among bands or orchestras by causing booking offices, artist bureaus or agents to demand that any hotel, night club, restaurant or similar establishment employ any specific band or orchestra.

(h) It shall be considered an unfair trade practice under this Code for any broadcaster to broadcast without being duly authorized by the United States Government.

(i) No broadcaster or network shall use any subterfuge to frustrate the spirit and intent of this Code, and the violation of any of the provisions of this Article VII of this Code shall be deemed an unfair trade practice.

Article VIII—MODIFICATION

1. The President of the United States may, from time to time, cancel or modify any order, approval, license, rule or regulation issued under Title 1 of the Act.

2. Nothing in this Code, however, shall be construed as authorizing or consenting to the imposition of any requirement which is in conflict with the Radio Act of 1927, as amended, or the rules and regulations promulgated thereunder.

Article IX—MONOPOLIES, ETC.

No provision of this Code shall be so applied as to permit monopolies or monopolistic practices, or to eliminate, oppress or discriminate against small enterprises.

Article X—EFFECTIVE DATE

This Code shall become effective on the second Monday after its approval by the President.

Stock Motion Out

UPON finding that revised application forms require the same basic information, Radio Commissioner Harold A. Lafount on Oct. 31 withdrew his resolution under which the Commission would require corporations holding radio licenses to report the transfer of 10 per cent or more of their stock during any license period. The resolution originally was offered Oct. 3 and was modified by the Commissioner Oct. 17. It had been referred by the Commission to its legal division for study and report.

CBS Seeks Press Privilege

(*Continued from page 11*)

units in Washington. Both networks since the change in administration, have covered important news in Washington, without, however, raising the issue of gallery recognition.

Many local stations throughout the country have been accorded full press privileges by city and state authorities. Radio reporters are given similar treatment and equal facilities with the press in virtually all such cases.

The applications filed by Columbia News Service sought admission to the regular press gallery of Wells Church, southern news chief for the organization, and Cecil Owen and Frank Connor, Jr., reporters.

Mr. Bellows' Letter

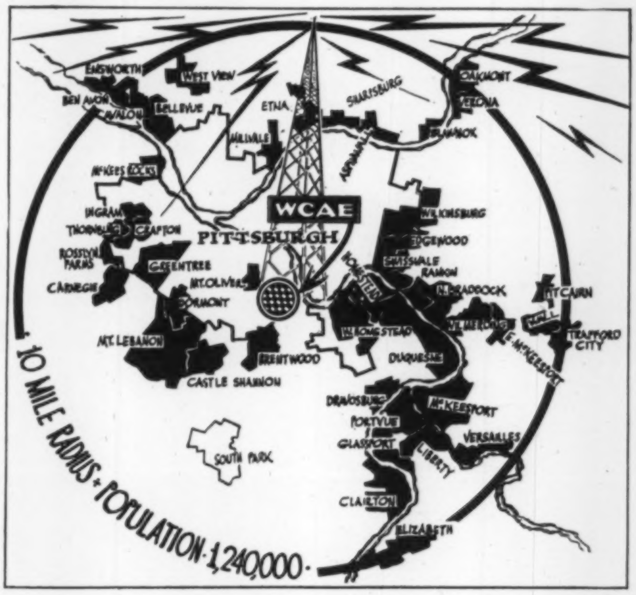
IN HIS FIRST letter to Mr. Bell, Oct. 25, Mr. Bellows explained that he understood that all applications for membership in the gallery must be satisfactory to the standing committee, and that he sought action from the committee before making application to Speaker Rainey and Senator Copeland. He stated that, while he was aware a strict interpretation of the rules would preclude the applications, he nevertheless desired to point out that broadcasting has a definite status as a recognized supplementary means of conveying news to the public. "It would appear," he added, "that its accredited representatives should enjoy privileges similar to those enjoyed by the representatives of newspapers and newspaper associations."

Following receipt of Mr. Bell's reply informing him of the committee's unfavorable decision, Mr. Bellows on Nov. 8 wrote the chairman suggesting amendment of the rules in such a way as to allow for admission of radio reporters. He offered the precise phraseology which could be used to effect this.

Mr. Bellows pointed out also that the rules specify "newspapers or publications or news associations" as being eligible for gallery membership. "It is our belief," he stated, "that the Columbia News Service, Inc., is a 'news association' within the purview of Rule 1, in that it provides news, daily and by telegraphic service, which is given to the public, through some 90 radio broadcasting stations associated with it, except in a very few cases, totally independent of, the Columbia Broadcasting System, Inc."

In conclusion, Mr. Bellows suggested that in view of the importance of the issues, the matter be considered at a joint conference of Speaker Rainey, Senator Copeland, the standing committee of correspondents and representatives of the Columbia News Service. Mr. Bell declared this proposal would be submitted at the next meeting of the standing committee. He could not state when this meeting would be called.

New Transmitter Site Expands Primary Area


EMSWORTH
WEST VIEW
BEN AVON
AVALON
BELLEVUE
ETNA
SHARPSBURG
OAKMONT
VERONA
MILLVALE
ASPINWALL
BLAWNOX
McKEES ROCKS
WCAE
INGRAM
THORNBURG
CRAFTON
PITTSBURGH
WILKINSBURG
EDGEWOOD
ROSSLYN FARMS
GREENTREE
HOMESTEAD
SWISSVALE
RANKIN
CARNEGIE
MT. OLIVER
N. BRADDOCK
PITCAIRN
DORMONT
WALL
W. HOMESTEAD
WILMERDING
TRAFFORD CITY
MT. LEBANON
E. McKEESPORT
BRENTWOOD
DUQUESNE
CASTLE SHANNON
DRAVOSBURG
McKEESPORT
PORTVUE
GLASSPORT
VERSAILLES
SOUTH PARK
LIBERTY
CLAIRTON
ELIZABETH
10 MILE RADIUS + POPULATION - 1,240,000 -

WCAE, Incorporated

1220 Kc. **PITTSBURGH, PA.** **1000 Watts**

Only one in a million

One letter in a million is a mighty small percentage . . . about as small as the proverbial needle in the haystack. But when this single letter voices the sentiment of a million others—to explain a radio station's most unusual success —it speaks volumes.

"We don't believe you folks at WLS will ever know just how much good you do with your fine programs. We feel that your efforts to cheer and help are sincere, and that you are all personal friends. So many radio entertainers are cold and formal, and seem, too often, mechanical. But not so with good old WLS entertainers. They surely seem like home folks and when one of them is away from the station for even a day we miss him just as we do one of our own family who is absent from the dinner table when we sit down to eat."

Mr. and Mrs. M. W. Morgan,
Anderson, Ind.

In 1932 more than 1,021,000 pieces of mail were received at WLS. 1933 returns are keeping pace. Examining these letters, it is especially gratifying to note the large percentage filled with such sentiments as these contained in the above excerpt from an Indiana home.

Appreciative listeners are active buyers

. . . .

When planning your campaign, include WLS for RESULTS

50,000 Watts **WLS** **870 Kilocycles**

CLEAR CHANNEL
The PRAIRIE FARMER Station
CHICAGO

Burridge D. Butler, *President* **Glenn Snyder, *Manager***
Studios and Offices: 1230 W. Washington Blvd., Chicago

DOING THE **REAL** JOB FOR THE ADVERTISER!.

WCK

THE BEST PROGRAMS GAT

XUM

COMPLETE COVERAGE *in* 29 MAJOR MARKETS

- ★ OWNED & OPERATED *by* L.B. WILSON INC.
- ★ ASSOCIATE STATION *of the* NATIONAL BROADCASTING CO.
- ★ MEMBER *of* CENTER *of* POPULATION GROUP

TIER THE BIGGEST AUDIENCE

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WBT, Charlotte: United Remedies, Chicago (Kolorbak), 6 announcements weekly, 52 weeks, thru SHB; Stanback Remedy Co., Salisbury, N. C. (headache remedy), 2 daily announcements, 52 weeks, direct; B-C Remedy Co., Durham, N. C., (headache remedy), sports review and announcements daily, 52 weeks, Harvey Massengale, Atlanta; Porter Drug Co., Concord, N. C. (Dixie-Rub liniment), 3 announcements weekly, 17 weeks, direct; Threads, Inc., Gastonia, N. C. (spool thread), 2 studio programs weekly, 52 weeks, direct; Beechnut Packing Co., Canajoharie, N. Y., (gum), 3 announcements weekly, 39 weeks, McCann-Erickson Co., N. Y.; Benjamin Moore Co., New York (paints), weekly talks on interior decorating, 52 weeks, direct; Procter & Gamble Co., Cincinnati (Oxydol), 3 transcriptions weekly, 39 weeks, WBS; Chieftain Mfg. Co., Baltimore (Colorshine), 3 announcements weekly, 13 times, Van Sant, Dugdale Co., Baltimore; American Soap & Glycerine Producers (anti-freeze), 6 announcements weekly, 60 times, Newell-Emmet, N. Y.; Morton Salt Co., Chicago, 6 announcements weekly, 60 times, Wade Advertising Co., Chicago; Keeley Institute, Greensboro, N. C. (liquor cure), 6 announcements weekly, 75 times, direct; Dodge Brothers Corp., Detroit (Dodge cars), 3 transcriptions weekly, 33 times, Ruthrauff & Ryan, New York; Columbia Pictures Corp., New York (motion pictures), 3 transcriptions weekly, 6 times; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes), 3 announcements weekly, 13 times, Lambert & Feasley, N. Y.

WTMJ, Milwaukee: Gest Beaumont, Milwaukee (Medi-Spra), 3 announcements weekly, 6 times, direct; College Inn Food, Chicago, 3 announcements, direct; Seminole Paper Co., New York (Seminole tissue), 2 announcements weekly, 6 times, Paris & Peart, N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem), daily announcements except Sunday, 156 times, Joseph Katz Agency, Baltimore; United Drug Co., Boston (medicine), announcements 5 days, Thompson-Koch Co., Cincinnati; Knox Co., Kansas City (Cystex), 15-minute transcriptions, Sundays, 13 times, Allen C. Smith Advertising Co., Kansas City; Morton Salt Co., Chicago, half hour studio program Sundays, 8 times, Wade Advertising Agency, Chicago; Ford Motor Co., Detroit, 15 minutes twice weekly, 40 times; Chicago, Milwaukee, St. Paul and Pacific Railway, Milwaukee, announcements Fridays, 4 times, direct; West Bend Lithia Co., West Bend, Wis. (beer), 10 announcements, Freeze-Vogel-Crawford, Milwaukee.

KNX, Hollywood: Strasska Laboratories, Los Angeles (toothpaste), half hour, 3 times weekly, thru Smith & Drum, Los Angeles; Standard Oil Co., San Francisco, time signals daily, McCann-Erickson, N. Y.; Iodent Chemical Co., New York (toothpaste), 3 quarter-hour transcriptions weekly, SHB; Beech-Nut Packing Co., Canajorie, N. Y. (gum), 3 quarter hours weekly, McCann-Erickson, N. Y. C.; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes), 3 announcements weekly, Lambert & Feasley, N. Y.; Willard Tablet Co., Chicago (proprietary), 3 transcriptions weekly, First United Broadcasters, Chicago.

WSYR, Syracuse, N. Y.: Niagara-Hudson Power Co., New York, 2 announcements weekly, 13 weeks, thru Batten, Barton, Durstine & Osborn, N. Y.; Greyhound Bus Lines, Cleveland, 2 announcements weekly, 10 weeks, Beaumont & Holman, Cleveland; Health Products Co., Newark (Aspergum), 4 time signals daily, 3 months, McCann-Erickson, N. Y.; Goodrich Tire & Rubber Co., Akron, 3 transcriptions weekly, 13 weeks, Ruthraff & Ryan, N. Y.; Dodge Motor Co., Detroit, 3 transcriptions weekly, 10 weeks, Ruthraff & Ryan, N. Y.; Paris Medicine Co., St. Louis (Bromo Quinine), 6 announcements weekly, 13 weeks, Lambert & Feasley, N. Y.; Benjamin Moore Paint Co., New York, quarter hour weekly, 13 weeks, direct; Philip Morris, Ltd., New York (cigarettes), 7 transcriptions weekly 52 times, Biow Co., N. Y.; Crazy Water Crystal Co., Mineral Wells, Tex. (Crazy Crystals), 6 days weekly, 1 year, direct; Watch Tower Society, Brooklyn (Dr. Rutherford's talks), Sundays, 6 months, direct; West End Brewing Co., Utica (beer and ale), once weekly, 26 weeks, Moser & Cotins. N. Y.; Sherwin-Williams Paint Co., Cleveland, 6 announcements weekly, 13 weeks, direct; Columbia Rope Co., New York (tire chains), 6 announcements weekly, 4 weeks, Van Sant, Dugdale & Co., Syracuse; Venida Co., New York (hair net), 1 transcription weekly, 13 weeks, direct.

WOR, Newark: U. S. School of Music, New York (music instruction), 5 minutes weekly, 13 weeks, Rose-Martin, N. Y.; Iodent Chemical Co., New York (toothpaste), 3 transcriptions weekly, 52 weeks; Affiliated Products, Inc., Chicago (lipstick), 5 minutes 6 times weekly, 39 weeks, WBS; Stickney & Poor Spice Co., Charlestown, Mass. (spices), 6 announcements, Radio Broadcasting Co., Boston; Phillips Jones Corp., New York (collars, shirts), twice weekly, 52 weeks, Peck Advertising Co., N. Y.; Borden Farm Products, New York (milk), "Uncle Don" once weekly, 13 weeks, McCann-Erickson, N. Y.

WMAQ, Chicago: Grunow Illinois Co., Chicago (refrigerators), twice weekly, 10 transcription broadcasts, thru Hays MacFarland, Cricago; Schoenhofen Brewery, Chicago (beer), renewed 15-minute studio orchestra program and basso twice weekly, 26 times, handled direct: Willard Tablet Co., Chicago (stomach tablets), 15 minutes twice weekly, 52 times, direct.

WHK, Cleveland: Eveready Prestone Co., New York (anti-freeze), 42 announcements, thru N. W. Ayer & Son, N. Y.; Fitzpatrick Brothers, Chicago (Kitchen Klenzer), 4 mornings weekly, 52 times, Airway Sales Engineers, Chicago; Continental Baking Co., New York (Wonder Bread), 15 announcements, Batten, Barton, Durstine & Osborn, N. Y.; Radioland Magazine, Minneapolis, 1 announcement, Critchfield Graves Co., Minneapolis; Maryland Pharmaceutical Co., Baltimore (Rem), daily time signals, 52 weeks; Primrose House Sales Co., New York (cosmetics), 4 transcriptions weekly, 13 weeks, SHB; Bay State Fishing Co., Boston (Forty Fathom Fish), 2 announcements weekly, 13 weeks, SHB; Glycerine Producers Association, New York (anti-freeze), weather reports 6 days weekly, 10 weeks, SHB; Vick Chemical Co., New York (Vick's Voratone Antiseptic), 6 announcements weekly, 13 weeks; Procter & Gamble, Cincinnati (Oxydol), 18 transcriptions. WBS.

WBAL, Baltimore: Six O'clock Co., Norristown, Pa. (dessert), time signals daily, 4 weeks, thru Albert H. Dorsey, Philadelphia; General Coal Co., Philadelphia (Jeddo Highland coal), 2 announcements weekly, 26 weeks, direct; Maybelline Co., Chicago (toilet preparations), daily announcements, 13 times, Phelps-Engel-Phelps, Chicago; Nash Motor Co., Kenosha, Wis., daily announcements, 26 times, Green Fulton, Cunningham, Chicago, and SHB; Atlantic Refining Co., Philadelphia (White Flash gasoline), 2 announcements daily, 52 times, N. W. Ayer & Son. Philadelphia.

WHBF, Rock Island, Ill.: Sendol Co., Kansas City, 26 daily announcements, thru Hogan Advertising Co., Kansas City; Drewrys Ltd., Chicago (ale), two 15-minute programs weekly, J. R. Hamilton Advertising Agency, Chicago; Sparks-Withington Co., Jackson, Mich. (Sparton radios), 28 daily 5-minute recorded programs thru local distributor; Blatz Brewing Co. (beer), one 15-minute program weekly, thru local distributor; Schmidt Brewing Co., St. Paul (beer), 2 half-hour programs weekly to January, 1934, direct; Paul Westphal, New York (hair preparations), 20 one-minute daily announcements, direct; Continental Baking Co., New York (Hostess cake), 4 time signals daily for six months, Batton, Barton, Durstine & Osborn, N. Y.

Two Noted American Radio Executives Show the "Father of Radio" the View from the Tower of the New RCA Building in Radio City. Left to Right—M. H. Aylesworth, President of NBC; Marchese Guglielmo Marconi, Visiting the United States, and David Sarnoff, President of RCA.

WRVA, Richmond: BC Remedy Co., Durham, N. C. (headache powder), sports reporter daily except Sunday, 4 weeks, thru Harvey-Massengale Co., Atlanta; Plough, Inc., Memphis (aspirin and cosmetics), announcements daily except Sunday, 13 weeks, Macy & Klaner, Chicago; Scientific Laboratories of America, San Francisco (Reducoids), announcements daily except Sunday, 4 weeks, Bob Roberts & Associates, San Francisco; Dodge Motor Co., Detroit, 5 minutes 3 nights weekly, 13 times; Pennzoil Co., Oil City, Pa. (motor oil), 5 minutes, 3 nights weekly, 16 times; Rich-Maif Mfg. Co., Richmond (baking powder and coffee), weather reports daily except Sunday, 52 weeks, Advertising, Inc., Richmond.

KOL, Seattle: Crazy Water Crystals Co., Seattle branch, 15-minute transcription daily except Sunday, direct; General Foods Corp., New York, quarter hour twice weekly, 42 weeks, SHB; Richard Hudnut, New York (cosmetics), quarter hour 3 times weekly, 13 weeks, Calkins & Holden, N. Y.; Iodent Chemical Co., New York (toothpaste), quarter hour 3 times weekly, 52 weeks, Maxon, Inc., Detroit; Bristol-Myers, New York (cosmetics), quarter hour transcription once weekly to Jan. 2, 1934, Pedlar-Ryan, N. Y.

KYW, Chicago: Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals), renewal of 4 evening 15-minute programs weekly, 26 weeks, direct; Indiana Safeway Bus Lines, Indianapolis (transportation), 15 minutes Sunday afternoons, 13 weeks, direct; Maybelline Co., Chicago (cosmetics), 13 announcements from Nov. 1, Phelps-Engle-Phelps, Chicago; Fawcett Publications, Minneapolis, Minn. (periodicals), one announcement thru Ruthrauff & Ryan, Chicago; Nash Motor Co., Kenosha, Wis (automobiles), 13 announcements daily from Nov. 7, thru Frederick & Mitchell, Chicago, and SHB.

WWNC, Asheville: J. F. G. Coffee Co., Knoxville, Tenn., half hour studio program, once weekly, 52 weeks, direct. KFI, Los Angeles: Dr. Miles Laboratories, Elkhart, Ind. (proprietary medicines), transcription 3 nights weekly, 52 programs, thru Walter Biddick, Los Angeles; General Mills, San Francisco (Bisquick and flour), gift offer via transcription, 20 times, Westco Advertising Agency, San Francisco; United Drug Co., New York (Rexall products), 5 programs, Thompson-Koch Co., Cincinnati.

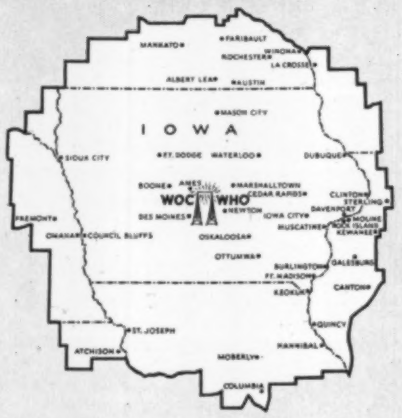
WDAY, Fargo, N. D.: Gluek Brewing Co., Minneapolis (beer), transcriptions 15 minutes weekly, 13 weeks, direct; Collingbourne Mills, Elgin, Ill. (threads, yarns), 5 minutes one time, Rogers & Smith, Chicago; Bergseth Fish Co., Fargo branch (Midnight Sun brand foods), 15 minutes once weekly, 52 weeks, direct; Crazy Crystal Co., Omaha (Crazy Crystals), transcription once weekly, indefinite period, direct; Northwestern Fuel Co., Minneapolis (coal), announcements twice daily, 13 weeks, Critchfield-Graves, Minneapolis; Great Northern Railway, St. Paul, 2 announcements daily, 26 weeks, David, Inc., St. Paul.

WHB, Kansas City: Lucky Tiger Hair Tonic Co., Kansas City, studio once weekly, thru R. J. Potts Co., Kansas City; Jones Foot Pulmotors, Kansas City (arch supports), studio daily, 13 weeks, direct; Shrine of the Little Flower, Detroit (Father Coughlin), 1 hour Sundays, 26 weeks; Kitchen Klenzer Co., Chicago, spot announcements, Airway Sales Engineers, Chicago.

KPO, San Francisco: Crazy Wells Water Co., Crazy Wells, Tex., twice weekly, thru Bob Roberts and Associates; Marinesia Laboratories, South San Francisco (Marine Magnesia toothpaste), 2 announcements weekly on Ann Warner's hour, Long Advertising Service, San Jose; Piso Co., Warren, Pa. (cold remedy), daily weather reports; Nash Motor Co., Kenosha, Wis., daily announcements, SHB, Chicago.

WHERE YOU'VE GOT GROUND TO COVER

YOU NEED POWER


MANKATO
FARIBAULT
WINONA
ROCHESTER
LA CROSSE
ALBERT LEA
AUSTIN
MASON CITY
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SIOUX CITY
FT. DODGE
WATERLOO
DUBUQUE
BOONE
AMES
WOC
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MARSHALLTOWN
CEDAR RAPIDS
CLINTON
STERLING
DES MOINES
NEWTON
IOWA CITY
DAVENPORT
MOLINE
ROCK ISLAND
KEWANEE
FREMONT
MUSCATINE
OMAHA
COUNCIL BLUFFS
OSKALOOSA
OTTUMWA
GALESBURG
BURLINGTON
FT. MADISON
KEOKUK
CANTON
QUINCY
ST. JOSEPH
HANNIBAL
ATCHISON
MOBERLY
COLUMBIA

"GROUND TO COVER"—In contrast to many territories, Iowa has never concentrated its consumers in one or two large cities. To sell Iowa, you must reach scores of cities, and hundreds of small towns. The primary day-time service area of WOC-WHO, shown on the map, includes forty-three cities over 10,000. With 50,000 watts, WOC-WHO gives you the coverage necessary to do a good selling job.

WOC-WHO

FULL-TIME, CLEARED-CHANNEL

50,000 WATTS

Where Spot Broadcasting Pays

TO any radio advertiser for whom network coverage isn't made to order, WOC-WHO offers the one economical way to sell Iowa and surrounding territory.

With talent and production staff capable of doing most anything short of a Whiteman or Vallee show—

With 50,000 watts power, reaching enough listeners to justify a good program job—

With an habitual audience built up through local programs that click, plus radio's biggest drawing cards, on the NBC-WEAF (Red) Network—

NRA
MEMBER
U.S.
WE DO OUR PART

WOC-WHO does a mighty profitable selling job for the spot advertiser, in a territory which, because of hog-benefit and corn-rental payments to farmers, is worth special cultivation RIGHT NOW.

$36,280,000.00 CASH

is to be poured into Iowa during the next three months

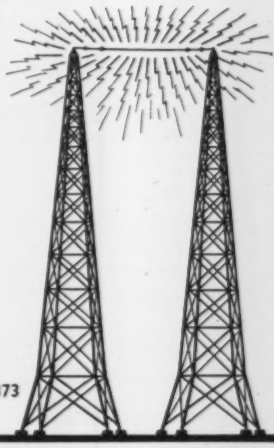
through corn rentals and hog-benefits. This is $170 cash per farm family.

In the next 14 months, the corn-and-hog plan should increase the cash income of each farm family by $1240.

Iowa has about 212,000 farm families. Good times for them mean good times also for the 350,000 families living in Iowa towns and cities—

—and good times for the advertiser who uses WOC-WHO — the only way to cover Iowa by radio.

If there ever was a psychological moment to inaugurate a sales program on WOC-WHO, THIS IS IT.



CENTRAL BROADCASTING COMPANY

J. O. Maland, Sales Mgr. Phone 3-3251, Des Moines
CHICAGO: Free & Sleininger, 180 N. Michigan Ave., Phone FRA 6373

Iowa has ten commercial radio stations with total evening power of 4,000 watts

AND ONE-STATION, WOC-WHO WITH 50,000 WATTS

WSPD, Toledo: Detroit White Lead Works, Detroit (paint), 3 announcements weekly, 7 weeks, SHB; Continental Baking Co., New York (Wonder Bread), 2 announcements weekly, 8 weeks, Batten, Barton, Durstine & Osborn, N. Y.; Savorette, Inc., Chicago (cigarette holder), announcements daily except Sunday, 17 weeks, Raynor Brothers Corp., Chicago; Dodge Motor Co., Detroit, 3 transcriptions weekly, 13 weeks, Ruthrauff & Ryan, N. Y.

WNOX, Knoxville, Tenn.: Shell Oil Co., local distributor, sports reporter daily except Sunday, 13 weeks, direct; Dodge Motor Co., Detroit, 20 announcements. Ruthrauff & Ryan, N. Y.; Lion Brewery Co., New York (beer), renewal of daily announcements, 26 times, thru local jobber; Kellogg Sales Co., Battle Creek, Mich. (Rice Flakes), renewal of daily announcements, 13 times, thru Memphis office.

WLS, Chicago: Collingbourne Mills, Elgin, Ill. (yarns), renewal of 18 five-minute periods, twice weekly, thru Rogers & Smith, Chicago; Nash Motors, Kenosha, Wis., 24 one-minute afternoon announcements, daily except Sundays, Frederick & Mitchell, Chicago, and SHB; Gillette Rubber Co., Eau Claire, Wis. (auto tires), 13 announcements 3 afternoons weekly, Cramer-Krasselt, Milwaukee.

WBBM, Chicago: Gambrinus Brewing Co., Chicago (beer), weekly half-hour "Court of King Gambrinus," 26 weeks from Nov. 9, direct; Universal Manufacturers Distributors, Inc., Chicago (antiseptic super-bandage), Charlie White's "Gym of the Air," 15 minutes daily, 5 weeks, direct.

J. W. MARROW Co., Los Angeles (Maroil Shampoo), is on KGO and KFI from 1:45 to 2 p. m., Tuesdays and Thursdays, with talks on care of the hair. Graham Hughes, Los Angeles agency, handles the account.

WCLO, Janesville, Wis.: Paxton & Gallagher, Omaha (Butter-Nut Coffee), 3 quarter hours weekly, renewal, 26 weeks, thru Buchanan-Thomas and Ernest Bader & Co.; Zerbst Pharmacal Co., St. Louis (Zerbst capsules and Ulypto cough drops), daily announcements, 22 weeks, Barrons Advertising Agency, Kansas City.

WSM, Nashville: Love Charm Co., St. Louis (perfumes), 15-minute programs Saturday nights, thru Hilmer V. Swenson, St. Louis.

Copyright Before NRA

(*Continued from page 12*)

ASCAP be barred from the "code authority" for the music publishers' code. This was held logical by Mr. Schuette since the unfair practice provision suggested automatically would condemn the ASCAP radio contracts. He proposed this language:

> "No publisher shall be eligible for election as a member of the foregoing committee (code authority) or to participate in the election of such representatives so long as he shall be a member, stockholder, associate, or participant, either directly or indirectly, or in any capacity, in any corporation, club, partnership or association composed of copyright owners, and/or composers and/or publishers of music, the purpose, effect or result of which is to engage in any of the practices condemned in Section 6 as constituting unfair competition in the production, manufacture, exploitation and/or sale of music."

John G. Paine, chairman of the board of the Music Publishers Protective Association, presented the proposed code at the hearing.

ADVERTISERS WHO KNOW

are signing next year's contracts NOW with—

WOW

ON THE

N. B. C. BASIC RED NETWORK

The date for renewing old contracts and signing new ones is approaching. If you have included the richest part of the corn belt in your distribution plans, you'll find no better coverage than that offered by WOW, this territory's undisputed leading station. Advertisers who know are signing up now. Details will be sent you upon request to John J. Gillin, commercial manager.

590 KILO. WOW 1000 WATTS

Owned and Operated by the Woodmen of the World Life Insurance Association

OMAHA - NEBR.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

STUDEBAKER SALES Corp. of America, South Bend, Ind. (motor cars), on Nov. 11 started a second special 6-time all-star schedule on CBS, titled "Parade of Champions." Fifty-six stations were signed to carry the Nov. 11, 13, 14 and 15 programs, 9:15-9:30 p. m.; Nov. 12, 8:45-9 p. m.; and 66 stations for Nov. 16, 9:15-10:15 p. m. Agency: Roche, Williams & Cunnyngham, Chicago.

PHILCO RADIO & TELEVISION Corp., Philadelphia, on Jan. 1 renews Boake Carter, news commentator, on 15 CBS stations, Mondays to Fridays, inclusive, 7:45-8 p. m. Agency: F. Wallis Armstrong Co., Philadelphia.

EDNA WALLACE HOPPER, Inc., Chicago (cosmetics), on Oct. 30 started "Romance of Helen Trent," script act, on 21 CBS stations from Chicago, Mondays to Fridays, inclusive, 2:15-2:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

LOUISE PHILLIPPE, Inc., Chicago (cosmetics), on Dec. 5 renews "Marie, the Little French Princess," on 25 CBS stations, Tuesdays, Wednesdays, Thursdays and Fridays, 1-1:15 p. m. Agency: Blackett - Sample - Hummert, N. Y.

FRIGIDAIRE Corp., Dayton, O., on Dec. 5 starts "Cruise of the Seth Parker," with Phillips Lord, on 59 NBC-WEAF stations, Tuesdays, 10-10:30 p. m., 13 weeks. Agency: The Geyer-Cornell Co., Dayton.

SALES AFFILIATES, Inc., New York (Inecto-Rapid-Notox), on Nov. 12 started "Romances of Science," dramatic sketches with orchestra, on 17 NBC-WEAF stations, Sundays, 5:15-5:30 p. m. Agency: The Biow Co., N. Y.

PARAFFINE COMPANIES, Inc., San Francisco (floor coverings, roofing and paint), on Dec. 7 renews its period in the Woman's Magazine of the Air on basic NBC-KGO network, plus KFSD, Thursdays, 10:40-11 a. m., PST. Agency: Emil Brisacher & Staff, San Francisco.

JOHN P. SQUIRE Co., Boston (New England Fresh Dressed Pork), on Nov. 1 started "Your Folks and Mine" on 5 New England Network stations. Wednesdays and Fridays, 6:45-7 p. m., 26 weeks. Agency: The Goulston Co., Boston.

SWIFT & Co., Chicago (Formay shortening), on Oct. 30 started "Happy Ramblers" (formerly heard on NBC-WEAF network) on 5 New England Network stations, Tuesdays and Fridays, 10:30-10:45 a. m. Agency: N. W. Ayer & Son, Chicago.

LARROWE MILLING Co., Detroit (chick feed), on Jan. 19 resumes its musical programs on 5 New England Network stations, Tuesdays and Thursdays, 12-12:15 p. m., 13 weeks. Agency: Zimmer-Keller, Inc., Detroit.

W. H. GRAHAM Corp., Boston (undertakers) on Nov. 26 starts program to be announced on 4 Yankee Network stations, Sundays, 9:15-9:45 a. m., 26 weeks. Agency: Harry M. Frost, Boston.

GENERAL PETROLEUM Co., Los Angeles (gasoline), has renewed its "Memory Lane" serial on the NBC-KGO network Tuesdays, 8:15-8:30 p. m. Agency: Smith & Drum, Los Angeles.

COLUMBIA CONSERVE Co., Chicago (canned soups), on Nov. 14 starts talks by Norman Hapgood, publicist, on WEAN, WDRC, WICC and WMAS of the Yankee Network, keyed from Boston though not broadcast there, Tuesdays, 7:45-8 p. m., 13 weeks. Agency: Gundlach Advertising Co., Chicago.

UNDERWOOD ELLIOTT FISHER Co., New York (Underwood typewriters and business machines) on Nov. 16 starts "Voice of America" program, featuring William Lyon Phelps, Nat Shilkret's orchestra, Alexander Gray, Al Tinney, humorist, and others, on basic CBS network, Thursdays, 8:30-9 p. m. Agency: Marschalk & Pratt, N. Y.

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C. (Camel cigarettes) on Nov. 21 starts unannounced program on 80 CBS stations, Tuesdays and Thursdays, 10-10:30 p. m. Agency: Wm. Esty & Co., N. Y.

TASTYEAST, Inc., Trenton, N. J. (yeast confection), on Nov. 6 renewed "Baby Rose Marie" on 8 NBC-WJZ stations, Mondays, 7:15-7:30 p. m. Agency: Stack - Goble Advertising Agency, Chicago.

PET MILK SALES Corp., St. Louis (evaporated milk), on Nov. 14 started period in Woman's Magazine of the Air in basic NBC-KGO network, plus KFSD and WTAR, Tuesdays, 11:10-11:30 a. m., PST. Same sponsor on Nov. 7 started Mary Lee Taylor, domestic science expert, in "Pet Milky Way" series, on 35 CBS stations, Tuesdays and Thursdays, 11-11:15 a. m. Agency: Gardner Advertising Co., St. Louis.

KAY JEWELRY Co., Boston (retail jewelers), has added WMAS, WDRC and WORC for its twice weekly "Nick Parkykakas" Greek comedian series on the Yankee Network, embracing also WNAC and WEAN. Agency: Salinger & Publicover, Boston.

NBC CHANGES: Northwestern Yeast Company's "Yeast Foamers" on Nov. 11 shifted to Sundays, 3:30-4 p. m., on 57 NBC-WJZ and supplementary stations; Humphrey's Homeopathic Medicine Company's "Household Circle of the Air" program shifted time of its program on Nov. 13 to Mondays, Wednesdays and Fridays, 10:15-10:30 a. m., and Sundays, 12:15-12:30 p. m.

UNITED REMEDIES, Chicago, has purchased for its product, Kolor Bak, an indefinite number of announcements to be run in the morning participating program of the Center of Population Group, comprising WHAS, WCKY and WSM. Handled by Heath-Seehof, Chicago.

Specials For Byrd

AS ADMIRAL BYRD'S ship cleared the Panama Canal Nov. 11, NBC and General Electric sent the first of its special programs to the South Pole expedition via W2XAF, Schenectady. The program was also broadcast over an NBC-WEAF network. Letters to members of the expedition from their families and friends will be sent by short wave only immediately after the programs, which are scheduled to continue for one hour after midnight every Saturday.

New Technical Studies

A MOTION authorizing the NAB executive committee to employ such technical assistance as is necessary to fulfill obligations to standardize technical surveys, promote activities already under way for establishing standards of broadcasting operation and perform other duties, was adopted by the NAB board of directors at its meeting in Washington Nov. 9. The action followed the recommendations of the engineering committee.

CENTRAL SHOE CO., St. Louis, has taken an exclusive national release on the "Robin Hood" transcription series produced by Radio-art Guild of America, Los Angeles. Series of 15-minute programs will be broadcast twice weekly and placed on various stations direct.

Children's Program Used to Sell Silk Thread on WMAQ

A CHILDREN'S program is being used to promote the sale of silk thread over WMAQ, Chicago, and is netting the sponsor hundreds of empty spools each week. The Belding, Heminway, Corticelli Co., New York, through its advertising agency, H. W. Kastor & Son, Chicago, instituted a test series of 15-minute programs Oct. 23. The program is broadcast five days weekly at 5:15 p. m.

Entitled "The Eye of Montezuma," the program is reported by the agency and client to be creating a large upturn in sales with the result that dealers are actually pushing the goods aggressively. New dealers and former dealers also are stocking up.

The idea for the campaign was conceived in the belief that to interest children in collecting empty spools would interest mothers, and therefore crystallize the idea of the trade names. Only spools bearing the names of "Belding," "Richardson" or "Corticelli" are accepted.

The merchandising idea is the "Clan of Montezuma" club, admission to which is gained by one spool. In return the sender receives a badge, a secret letter and a secret code. The story is based on the adventures of two children lost in the old Aztec region of Mexico—but protected by the Eye of Montezuma.

It is planned to switch the series to an NBC network at the close of the test campaign.

Grange Opposes Press Efforts to Impose Ban

AN INDICATION of the public's view of actions of press organizations condemning or limiting the broadcasting of news is reflected in a resolution adopted last month by the Wishkah Valley (Washington) Grange, which went on record as "absolutely opposed to any legislation which would in any way prohibit or lessen the broadcasting of news."

The same resolution subsequently was adopted by similar grange organization in Grays Harbor County, Washington. Copies of the resolution were sent to the National Grange and to other grange organizations with the request that "appropriate action" be taken.

The resolution follows:

> Whereas the press association in convention assembled in San Francisco recently condemned the broadcasting of news over radios and recommended the passage of appropriate legislation in each state prohibiting same,
>
> Whereas, inasmuch as such broadcasting does no material harm to the newspaper interest but merely stimulates a broader interest in news items, while serving the broad educational purpose of enlightening thousands who otherwise would remain in ignorance,
>
> Therefore, be it resolved that Wishkah Valley Grange, No. 634, Patrons & Husbandry, go on record as absolutely opposed to any legislation which would in any way prohibit or lessen the broadcasting of news.

CALL LETTERS of WFWV, Brooklyn, N. Y. (formerly WFOX) have been changed to WVFW.

Remote Recording

A HOME recording made in England of a broadcast picked up from WOAI, San Antonio, Tex., has been received by Hugh A. L. Halff, manager of WOAI. The record was made by F. Wiseman, 90 Brighton Grove, Newcastle-on-Tyne, England, on Oct. 4, and the programs were the NBC broadcast of the Congress Hotel Orchestra from Chicago and a local transcription, Frank Luther and his Adlerikans.

WMT Power Grant Affirmed by Court

WREC Appeals From Ruling; WGN Arguments Heard

HOLDING that the action was supported by the facts in the case, the Court of Appeals of the District of Columbia Nov. 6 affirmed the decision of the Radio Commission granting WMT, Waterloo, Ia., a regular increase in power to 500 watts. The decision was appealed by WREC, Memphis, also operating on the 600 kc. channel, which claimed interference because of inadequate geographical separation.

Power Cut Preferred

THE OPINION, written by Chief Justice Martin, stated that best results under the circumstances could be attained only by the reduction in power of each station to 250 watts, which would have the effect of eliminating interference. Such an order, however, it was said, cannot be entered by the Commission in the case. WREC uses 500 watts at night, and there was no application pending to reduce its power.

The court disallowed the WREC contention that the grant to WMT was a violation of the Canadian agreement, because 600 kc. is a Canadian-shared channel. It held also that the Commission was not in error in granting 500 watts regular night power to WMT although the station requested only 250 watts regular and 250 experimental. The Davis amendment, the opinion said, is not applicable in the case, since each station is in an overquota state in an overquota zone.

Hears WGN Appeal

THE CASE was argued before the court Oct. 2, with Miss Fanney Neyman, acting assistant general counsel, appearing for the Commission, George E. Strong, for WREC, and Paul D. P. Spearman for WMT.

The court on Nov. 6 heard arguments on the appeal of WGN, Chicago, from the Commission's decision granting WBBM, Chicago, experimental authority to operate simultaneously during evening hours with KFAB, Lincoln, Neb. WGN, represented by Louis G. Caldwell, appealed from the decision on the ground that it created facilities in Chicago, which is located in a greatly overquota state. The Commission's decision was defended by George B. Porter, Commission acting general counsel, and Mr. Spearman, counsel for WBBM.

Southern Wisconsin is on the Verge of a Boom!

Send Your Advertising Dollar Out to Meet the New Money Which is Pouring Into This Rich WCLO Market

New families are arriving daily, rents are going up and people have taken a new lease on life. Advertisers will find a ready and responsive audience for their advertised products.

WCLO, a model local radio station, provides modern facilities with which to reach this rich southern Wisconsin market. Owned and operated by the Janesville Daily Gazette, one of the most modern and progressive medium-sized city newspapers in the United States, WCLO's activities are given the most intelligent supervision. The advertiser will find in this institution, modern equipment, modern programs, modern thinking and modern merchandising ideas.

WCLO is ready to go to work for you. Write for complete information about the station, its services, market and what it is doing for the advertiser.

CHEVROLET AND FISHER BODY PLANTS TO OPEN ON OR ABOUT NOV. 20

NEW INDUSTRIAL ACTIVITY SEEN HERE

The Parker Pen Company reports largest export business in several years. Working nights and employing eight hundred people.

Rock River Woolen Mills reopened after three year shut down. Employing more than one hundred and fifty.

The Nunn Busch Shoe Company is constructing a plant to be completed within sixty days and which will employ from one hundred to four hundred people. Plant located twelve miles north of Janesville.

Other local factories report excellent upturn in business.

The farm market here is one of the richest in the country and the buying power is steady at all times.

Official Announcement Published in Oct. 28 Issue of Janesville Gazette

Simultaneous opening of the assembly plant of the Chevrolet Motor Company and the Fisher Body plant was announced today by the local Chevrolet factory manager, Ellery L. Wright, and E. F. Fisher, vice president in charge of manufacturing of the Fisher Body Corp. Upwards of fifteen hundred local men will be employed in the two plants.

REGIONAL SALES OFFICES MAY BE MOVED HERE

The regional sales office of the Chevrolet Motor company which may be moved to Janesville from Chicago has supervision over zone offices situated in Des Moines, Davenport, Minneapolis, Fargo, Chicago, and Janesville. E. J. Smith, Chicago, is regional sales manager.

WCLO RADIO CORPORATION

The National Advertiser's Proving Ground

JANESVILLE, WISCONSIN

SCOTT HOWE BOWEN, *Chicago Representative*

LAWRENCE FIELD, *Western Manager*

PROSPECTS

FOLLOWING is a list of accounts that have previously used radio, reported in the National Directory of Advertisers to be making up lists during November and December: Union Oil Co. of California, Los Angeles (Union "76" Gasoline); Hawaiian Pineapple Co., Ltd., San Francisco (canned pineapple); Travelers Insurance Co., Hartford, Conn.; Diamond Bottling Corp., Waterbury, Conn. (carbonated beverages); Hercules Powder Co., Wilmington, Del.; H. G. Hastings Co., Atlanta (seeds, plants, bulbs, etc.); Hydrox Corp., Chicago (Hydrox ice cream); Creek Chub Bait Co., Garret, Ind. (fishing lure); Earl Ferris Nursery, Hampton, Ia. (nursery stock); Walker Remedy Co., Waterloo, Ia. (Walko poultry remedies); Louisville Bedding Co., Louisville (Old Kentucky quilts and Lady Jean mattresses); Boston Stammerers Institute, Boston (stammering treatment); Joseph Burnett Co., Boston (flavoring extracts, food colors and spices); Carpenter-Morton Co., Boston (paints and varnishes); Hampden Specialty Products, Inc., Springfield, Mass. (metal bridge sets, foot stools, auto seat covers); Berry Brothers, Inc., Detroit (varnishes, enamels, paints, etc.); White Star Refining Co., Detroit (gas and oil); Farmer's Seed & Nursery Co., Fairbault, Minn. (Farmer brand seeds); Investors Syndicate, Minneapolis (thrift certificates); Northwest Bancorporation Group, Minneapolis (general banking); Brown Shoe Co., St. Louis; Mennen Co., Newark (shaving cream, talcum, balm, etc.); Gold Dust Corp., New York (soap and soap powder); Maggi Company, New York (seasoning, soup tablets, etc.); Richfield Oil Corp. of N. Y. (gas and oil); Carborundum Co., Niagara Falls, N. Y. (abrasive products); Eastman Kodak Co., Rochester, N. Y. (photographic supplies); Greyhound Management Co., Cleveland (bus transportation); Templin-Bradley Co., Cleveland (seeds and nursery stocks); Davey Tree Expert Co., Kent, O. (tree surgeons); Marietta Paint & Color Co., Marietta, O. (paints and varnishes); Closset & Devers, Portland, Ore. (coffee and tea); C. H. Masland & Sons, Carlisle, Pa. (rugs and carpets); Reading Iron Co., Philadelphia (wrought iron pipe, bars, etc.); Old Witch Products Corp., Washington, Pa. (Old Witch ammonia, bluing); Pacific Steamship Co., Seattle (travel); Crosse & Blackwell, Ltd., Toronto (food products).

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). makes up lists during January, including radio. Advertising is placed by Badger & Browning & Hersey, Inc., New York, and Canadian advertising is placed by Baker Advertising Agency, Toronto.

CARPENTER-MORTON Co., Boston (Carmote paints, varnishes and enamels), makes up lists during December, including radio. J. F. Davies is advertising manager. Account is placed by Edmund S. Whitten, Inc., Boston. Its annual appropriation is $50,000.

SHARPE & DOHME, Philadelphia (Hexylresorcinol Solution S. T. 37), makes up lists during December, including radio. Henry E. Ditzel is advertising manager. J. Walter Thompson Co., New York, places the account.

LEISY BREWING Co., Cleveland (beer) is planning to use radio with other media in a campiagn to be handled by Fuller & Smith & Ross, Cleveland.

CAREY SALT Co., Winfield, Kan. (smoke salt), is planning a radio campaign using ten stations. Account is handled by Ruthrauff & Ryan, Chicago.

ALLEN-A COMPANY, Kenosha, Wis. (hosiery, underwear, swimming suits and sweaters), makes up lists during December, including radio. Douglas K. Newell is advertising manager. Account is placed by Burnett-Kuhn Advertising Co., Chicago.

KESTER SOLDER Co., Chicago, is enlarging its list of radio stations using daily announcements. Account is handled by Aubrey, Moore and Wallace, Chicago.

GILLETTE RUBBER Co., Eau Claire, Wis. (auto tires and rubber goods), is planning to use one-minute transcription announcements on several stations. The account is handled by Cramer-Krasselt, Milwaukee.

TRANSCRIPTIONS

TITAN PRODUCTION Co., Inc., San Francisco, announces the following new accounts and recordings: Stanley's Clothing Co., San Francisco, spot announcements, placed thru Frank Wright & Associates; Gardner Nursery Co., Chicago, 5-minute talks to be placed on northwest stations by Northwest Radio Advertising Co.; PTM Formula, dental preparation, 5-minute talks, to be placed thru Northwest Radio Advertising Co.; Gas Appliance Society, minute announcements, thru Frank Wright & Associates; M. J. B. Coffee Co., Los Angeles, "Threads of Tradition" series, on KGU, Honolulu, thru Lord & Thomas; Reduceoids, 13 quarter hour transcriptions starring Dot Kay, thru Bob Roberts & Associates; Grace Line Steamship Co., recordings of travelogue lectures; Dollar Steamship Co., recordings of 22 travelogues.

RADIOART GUILD of America, Los Angeles, in October produced three new transcription series chiefly for juvenile audiences. They are "Robin Hood," a separate series from another Radioart "Robin Hood" series for grown-ups; "Production by Proxy," a series under the sub-title of "Child's Little Theatre of the Radio," and "Nodland," for children of kindergarten age.

WALTER BIDDICK Co., Seattle office, has been appointed transcription distributor for the northwest, including Idaho and western Montana, for Radioart Guild of America, Los Angeles.

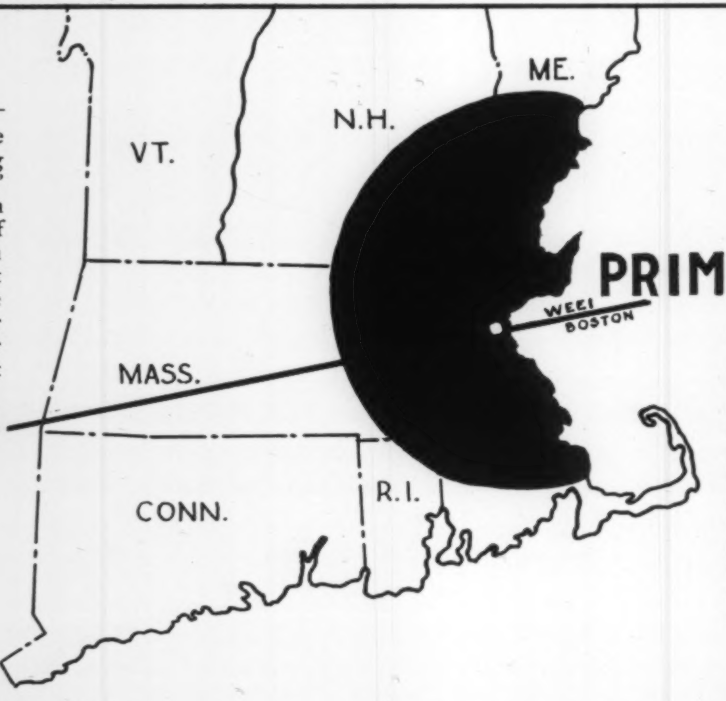
Felix Crew Makes 560 Station Checks on Tour

CLAIMING a record in the number of field intensity measurements made by a single crew, Edgar H. Felix, New York coverage expert, recently concluded an extended investigation during a four-day trip on the eastern shore peninsula, comprising Delaware and parts of Maryland. He made 560 measurements and observations of station performance. These were the final measurements required to conclude an investigation of service to the listener in the 94 principal trading centers within a 200-mile radius of New York City. The eastern shore district proved to be remarkably good for long distance low level reception because of absence of noise and superior over-water reception from many directions. Daylight loudspeaker reception was secured from WLW, WCKY, WHAM, WTAM, WBT, WSM and WSB at one or more points.

What do you want for your dollar?

For Your Radio Dollar—
we mean—the one you're planning to spend "telling the people up Boston-way." There's a lot of acreage in New England—a lot of country where a fellow can breathe the open air and get next to nature. That's fine—but you don't spend your radio dollar for open air and acreage—you want

RESULTS



PRIMARY COVERAGE

That's what counts—a concentrated area where people live, work and buy! That black spot on the map is rich, fertile soil—"pay dirt" for any advertiser. And Station WEEI covers it like a fond hen covers her brood. It reaches out North, West and South to the more open spaces too—but count that as good measure. You'll get more than your radio dollar's worth right out of that black semicircle—those 2,000,000* people who seem to prefer

WEEI
BOSTON

*Send for rates and Jansky & Bailey survey
Boston—Edison Bldg., 182 Tremont St.
New York—J. J. Weed, Daily News Bldg.

WOR

-the "Key" Voice in New York's greatest Mayoralty Campaign!

Major Fiorello H. LaGuardia broadcasting over WOR from Madison Square Garden.
The WOR microphone was present at 25 of the campaign rallies!

In one of the greatest mayoralty contests ever waged in New York, all three parties were in unanimous agreement on one point. Fusion, Tammany and Recovery Parties all selected WOR to carry the major share of their broadcasts to the more than two million registered voters throughout the five boroughs. More actual time was used on WOR than on the next four stations combined!

This unanimous choice of WOR by all three parties is, we think, the finest tribute that could be paid to the popularity and coverage of WOR in New York City.

When sage political campaign managers who know their New York pick WOR to help win votes, wise sales managers will take the cue. A station that can win votes can also make sales!

BRONX
MANHATTAN
QUEENS
BROOKLYN
RICHMOND

The battleground of New York's spectacular mayoralty contest. It is on this same battle ground—the richest market in the world—that WOR can help you win your fight for sales!

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC., Newark, N. J.

New York Business Office: 1440 Broadway

Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue

Boston Office: James F. Fay, Statler Bldg.

•

YOU

want greater
returns from
your Station

AND

I

want greater
opportunities
as Station Manager

You've got the station. I've got years of experience as a major executive in radio. I started in at the time of crystal receivers—and, ever since, have been successfully accomplishing the kind of job you want and possibly need.

From license detail to commercial collections, it's all been my responsibility. Audience-building schedules, features, programs that sell easily and quickly. Talent supervision and handling that makes money. All in all, I have taken audience, program and advertiser—and each has helped to build the other. That's the road to greater profits.

Do you feel that your station and its staff are in a rut? You probably vision bigger audience, better programs—bigger and better billing. Let's get together. Responsible radio men will gladly endorse me—as will my present employers. Experience has seasoned me—ripened me; but a constantly *fresh, new, alive* point of view keeps me pacing radio—as it is today, and as it will be.

We both have a mutual interest—betterment. Your letter will give us a chance to meet and talk.

Write:

BOX 135
BROADCASTING
870 National Press Bldg.
Washington, D. C.

•

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

FRANK A. ARNOLD, for the last year vice president of Albert Frank-Guenther Law, Inc., New York agency specializing in financial accounts, on Nov. 1 opened an office at 60 Wall Tower, New York, as consultant in broadcast advertising. He will continue to serve the agency's clients as radio consultant. Mr. Arnold for six years was NBC director of development, and is author of "Broadcast Advertising, the Fourth Dimension," published last year.

HENRY E. RINGOLD, formerly associated with Scott Howe Bowen, Inc., and before that with National Radio Advertising, has joined the New York staff of Edward Petrey & Co., exclusive station representatives.

INCORPORATION papers have been received by Greig, Blair and Spight, Inc., exclusive station representatives, who also have signed four new stations in addition to KNX, KFSD, KTAR and KDYL. The new stations are KOMO and KJR, Seattle; and KHQ and KGA, Spokane.

L. SCOTT PERKINS & Associates have opened offices as a radio advertising agency in the Atlas Building, San Francisco. One of the firm's accounts is "K-9" dog food, for which a series of thrice weekly quarter hours has been placed on KFRC, sponsored by the K-9 Company, Oakland, Cal.

FOUR STAR Radio Productions has been formed at 424 California Bank Bldg., Beverley Hills, Cal., as a radio agency. Partners include Mace Naylor, Billy Evans and Harry Styles.

PERSONNEL of the new office of Batten, Barton, Durstine & Osborn in the General Motors Bldg., Detroit, has been announced as follows: J. Davis Danforth, formerly account executive in the New York office, manager; Alan Lehman and William Townsend, transferred from New York, and William Purcell, transferred from Chicago. Office was opened to handle the Oldsmobile account, recently taken over by B. B. D. & O. George F. Gouge, B. B. D. & O. vice president in New York, will head the Oldsmobile account out of New York.

KELLOGG-JOHNSON Radio Productions Co., Los Angeles, has been dissolved. J. Howard Johnson will operate as a free lance, with quarters at 4077 West Third St. Current accounts include radio campaign for Merle Armitage symphony series, Philharmonic symphony concerts and Assistance League programs. Roy Kellogg has formed the C. K. L. Radio Productions Co. at 715 Broadway Arcade Bldg. Associated with him will be Austin Campbell, former KMTR manager, and Monroe Lohr, former radio sales executive. They will function as an agency and as station representatives.

F. HUME SEYMOUR, at one time Los Angeles radio manager for Lord & Thomas, has entered into partnership to open an agency at 662 Subway Terminal Bldg., Los Angeles. Firm will be known as Hixson, O'Donnell & Seymour, with Seymour operating the radio department. Dr. Charles Frederick Lindsley, professor speech education at Occidental College, narrator on many commercial broadcasts, will be affiliated with the new agency in an advisory capacity.

SIMMONDS & SIMMONDS, Inc., Chicago, has been reappointed to handle the advertising of Radio & Television Institute, Chicago.

PABST-ETT CORP., Chicago, subsidiary of National Dairy Products Corp., has been formed to take over the cheese business formerly handled by Premier-Pabst Sales Co. Needham, Louis & Brorby, Chicago, has been appointed to handle a national sales and advertising campaign being planned.

CAPITAL CITY PRODUCTS Co., Columbus, O. (margarine and mayonnaise products), has appointed J. Horace Lytle Co., Dayton, O., to handle its advertising.

CROWELL PUBLISHING Co., New York (American Magazine), has appointed Wm. Estey & Co., New York, to place advertising for that periodical.

DURHAM DUPLEX RAZOR Co., Jersey City, N. J. (razors and blades), has appointed Smith, Sturgis & Moore, New York, to handle its advertising.

JOHNSON OIL REFINING Co., Chicago, has appointed Simmonds & Simmonds, Inc., Chicago, to handle its advertising.

COWARD SHOE Co., New York, has appointed Fletcher & Ellis, New York, to handle its advertising and is planning to use radio.

PURITY BAKERIES, Chicago, has appointed Hanff-Metzger, New York, to place its advertising.

FREDERICK & MITCHELL, Inc., 360 No. Michigan Ave., Chicago, new agency, has taken over the accounts formerly handled by Green, Fulton, Cunningham Co., Chicago.

H. D. FOSS & Co., Cambridge, Mass. (confections) has appointed Louis Glaser, Inc., Boston, to handle its advertising.

SNUGGLE RUG Co., Goshen, Ind., has appointed Bonsib, Inc., Fort Wayne, Ind., to handle its advertising.

Concentrate On One of the Richest Markets In the Nation

thru **WHAS • •**

This station offers you the cream of the Middle West. Being the nearest high-powered station to the Center of Population, WHAS is in a position of distinct advantage. Through this station, which is owned and operated by The Courier-Journal and The Louisville Times and broadcasts on a frequency of 820 kilocycles, your radio message will reach millions of listening buyers in one of the richest markets in the Nation.

25,000 WATTS
•
CLEARED CHANNEL
•
FULL TIME
•••
BASIC CBS STATION
•
Affiliated With the Center of Population Group

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York—Chicago—Detroit—San Francisco—Atlanta.

EQUIPMENT

THE NEW transmission station of WCAE, Pittsburgh, is rapidly nearing completion under the direction of W. G. H. Finch, chief engineer of Hearst's American Radio News Corp. The 1 kw. transmitter is expected to be in full operation about Dec. 1.

WWNC, Asheville, announces the purchase of the following equipment through D. H. Harrel, Chicago: 8-C program amplifier, 518 v. i. panel, B power supply, 3 channel mixing panel, 4 condenser microphones, and a portable remote amplifier, a. c. operated.

WCAU, Philadelphia, is constructing a new-type electronic organ, using photoelectric cells in lieu of pipes. It was designed by its own engineers and will be portable.

A NEW three-manual and pedal Wurlitzer pipe organ has been installed by KOL, Seattle, which claims it is the largest unified studio organ to be found in any radio station outside of New York City.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started to market new dual-lapel microphone for special event and remote broadcasts. The new device uses a lapel microphone on each lapel with special cord attachments. The arrangement makes it possible to maintain constant voice level even though speaker twists his head.

RADIO STATION REPRESENTATIVES
Walter Biddick Co.
568 Chamber of Commerce Bldg., Los Angeles
577 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle

Western Electric 1 kilowatt equipment installed at Station WHAT, Philadelphia, Pa.

Low Power
HIGH POWER
or
SUPER POWER

Western Electric 50 kilowatt equipment installed at Station WHAM, Rochester, N. Y.

. . . complete station equipment by Western Electric

Whatever your broadcasting needs, you can rely on Western Electric equipment to meet them fully.

Transmitters and amplifiers are available for the smallest station—or the largest. There are speech input equipments for station and studio. Tubes for every purpose, which maintain their characteristics throughout an unusually long life. Frequency Monitoring Units to keep your station on its assigned frequency. Pick-up apparatus, of which the Moving Coil and Lapel Microphones are outstanding examples. And Reproducer Sets for transcriptions.

High quality and operating dependability are built into all this apparatus—backed by more than 50 years of Bell Telephone making. Indicative of Western Electric leadership is the fact that more than 200 commercial broadcasting stations in the United States are now operating with this equipment. Many of these stations have replaced their initial installations with Western Electric equipment of higher power.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

GRAYBAR ELECTRIC CO. B 11-33
Graybar Building, New York, N. Y.
Gentlemen: We are interested in Western Electric Radio Broadcasting Equipment, transmitter to have power rating of..........................
Include information regarding:
☐ Moving Coil Microphone ☐ Frequency Monitoring Unit
☐ Speech Input Equipment ☐ Reproducer Set

NAME..

ADDRESS..

CITY.......................................STATE..................

STUDIO NOTES

PRACTICALLY all sustaining programs on WOR, Newark, are being placed on a half hour or hour schedule by Lewis Reid, program director, because of the success that has attended such commercial programs. Mr. Reid believes that the trend is now away from the 15-minute program.

WJAR, Providence, R. I., on Nov. 6 dedicated its new broadcasting studios and master control room with elaborate studio and broadcast ceremonies. The dedicatory broadcast featured Lanny Ross and the "Molasses and January" comedy team from the Maxwell House Show Boat.

WSB, Atlanta, has started the WSB Radio Kitchen, Monday mornings, with Fern Snider, home economist of the Georgia Power Company, officiating. Besides the power company, advertisers participating are: Rogers Stores, Wesson Oil Co., Cudahy Packing Co., Kelvinator, White Lily Flour, Pedigree Dairies, Morton Salt and Thomas Sauce.

MAE WEST has made a Community Chest talkie short in Hollywood with message and one song re-recorded on transcription for radio stations. Technical work was done at Paramount studio with announcement that Community Chest drives in other parts of the country could secure the transcription.

ELECTRO-VOX, Inc., has moved from Bendix Bldg., Los Angeles, to 2420 West Fifth St., with sound studios and air checking facilities.

A BROADCASTING studio constructed by the 16th Infantry in the regimental barracks building at Fort Jay, Governor's Island, N. Y., is believed to set a precedent for the U. S. Army. Although the studio, which was made by insulating the walls and ceiling of the band auditorium in the barracks, is used currently when broadcasting over WINS, New York, the installation is the property of the government.

LISTENERS are asked to guess the results of forthcoming football games in a contest conducted by the "Sports Observer" of WFI, Philadelphia, who is Joe Tumulty, sports writer of the Philadelphia PUBLIC LEDGER. Although no prizes are offered, last year's series brought more than 15,000 letters in six weeks. Period is sponsored every evening but Sunday by the Crew Levick Co. of Philadelphia, a Cities Service subsidiary.

OTTO KLEMPERER, 1933-34 conductor of the Los Angeles Philharmonic Orchestra, arrived in Los Angeles late in October from Vienna, where he lived following exile from Germany. He will be heard on NBC network on alternate weeks during the season when Standard Oil of California sponsors programs of Los Angeles and San Francisco symphonies.

A MAYOR who uses radio regularly during the evenings following the weekly meetings of the City Council is Arthur H. Wearn, of Charlotte, N. C. He talks in an informal chatty way to the citizens about civic problems via WBT, having accepted that station's invitation to use its facilities regularly.

Intensifying
Coverage
with America's
Newest
transmitting
installation
Radio engineering's latest contribution to broadcasting, KMBC's new single shaft antenna, intensifies coverage in the Middle West. Skillful program production by a nationally recognized staff and effective merchandising service produce definite results in the richest market in the U. S. A.
MIDLAND BROADCASTING CO.
Kansas City, Mo.
New York Office, 17 E. 49th St.
Phone Eldorado 5-5070
IN THE HEART OF AMERICA
KMBC
THE TESTED SPOT FOR TEST PROGRAMS

H. P. DAVIS
MEMORIAL
DICTION
AWARD
1933

Davis Diction Winner

FRED WEBBER, staff announcer on KDKA, Pittsburgh, was the winner of the H. P. Davis Memorial Diction Award for Pittsburgh announcers. He also received $150 in cash at a ceremony broadcast over KDKA on Nov. 2—the thirteenth anniversary of the world's first regular broadcasting station. Three other announcers—Cy King, PITTSBURGH PRESS Newsreeler; Glenn Riggs, KDKA chief announcer, and Ted Epstein, of WCAE—received honorable mention. Seven Pittsburgh educators were judges. The award is made annually by an unnamed donor in memory of the late H. P. Davis, Westinghouse official who was known as "the father of broadcasting."

A NEW sustaining program orginating at WCKY, Cincinnati, and carried on the Center of Population WHAS, Louisville, is the Bluebirds, Group, including WSM, Nashvile, and an act which presents harmony singing and comedy dialogue. Sam and Carlyle, formerly on NBC are among the four principals.

ONE OF THE most interesting programs carried by WKBF, Indianapolis, is conducted by Walter Hickman, dramatic critic of the INDIANAPOLIS TIMES. It is titled as the "Imaginary Typewriter," and brings prominent figures in the day's news to the station listeners.

KMTR, Hollywood, has opened a Pasadena studio in the Vista del Arroyo Hotel, with remotes to the Busch sunken gardens for Sunday symphonies and to the Municipal Auditorium for civic events.

EDUCATORS on the staffs of four universities in Chicago will conduct programs several times weekly on WGN under the station's new schedule. The University of Chicago, Northwestern University, Depaul and Loyola Universities will be represented.

THE SINCLAIR Minstrel show (Sinclair Refining Co.), presented each Monday over a NBC network from Chicago, celebrated its 250th performance on the air Nov. 6. The show has a waiting list of 15,000 to see the studio performance.

TWENTIETH Century Radio-Stage-Screen Club has been opened at 1725 Cherokee St., Hollywood. Harry James, former KELW manager, will represent radio on the board.

RADIO PLAYERS' Guild has been formed in Los Angeles with a membership of 33 young radio drama men.

BECAUSE of the response to a single Philadelphia Orchestra radio concert, CBS is carrying all Friday afternoon concerts under Stokowski's direction this season. The dates: Nov. 3, 10 and 24; Dec. 1, 15 and 22; Jan. 5 and 12; March 2, 9 and 16; April 2, 6, 20 and 27; all from 2:30 to 4 p. m., EST.

AFFILIATED Teacher Organizations of Los Angeles, sponsoring a night program three nights weekly over KFAC under the title of "Los Angeles Educators," late in October inaugurated a new series of American history dramatizations. Miss Brownella Baker is in charge, with supervision by Dr. Owen Coy, professor of history at the University of Southern California.

WJR, DETROIT, on Oct. 16, began broadcasting a course in music instruction from the University of Michigan. Instruction in the playing of various musical instruments as well as vocal education being taught by Prof. Joseph E. Maddy of the School of Music.

THE MASSACHUSETTS State Department of Education, university extension division, has announced a new course in "Creative Radio Writing for Radio Broadcasting", to be conducted by David Hale Halpern, formerly program director of WMAS, Springfield, Mass.

ROCHESTER Civic Orchestra has begun its 1933-34 radio season over an NBC-WJZ network with a one-hour program, Oct. 17. The popular symphony organization again will be directed by Guy Fraser Harrison, and will broadcast 30 Tuesday concerts from the Eastman School of Music auditorium in Rochester, keyed from WHAM.

New Monitor Approved

THE RADIO Commission Nov. 3. announced approval of the frequency monitor for broadcast stations developed by the Hygrade-Sylvania Corp., Clifton, N. J. Nine other frequency monitors have been given approval, and all stations are required, under the new 50-cycle tolerance order to operate with approved monitors.

RCA

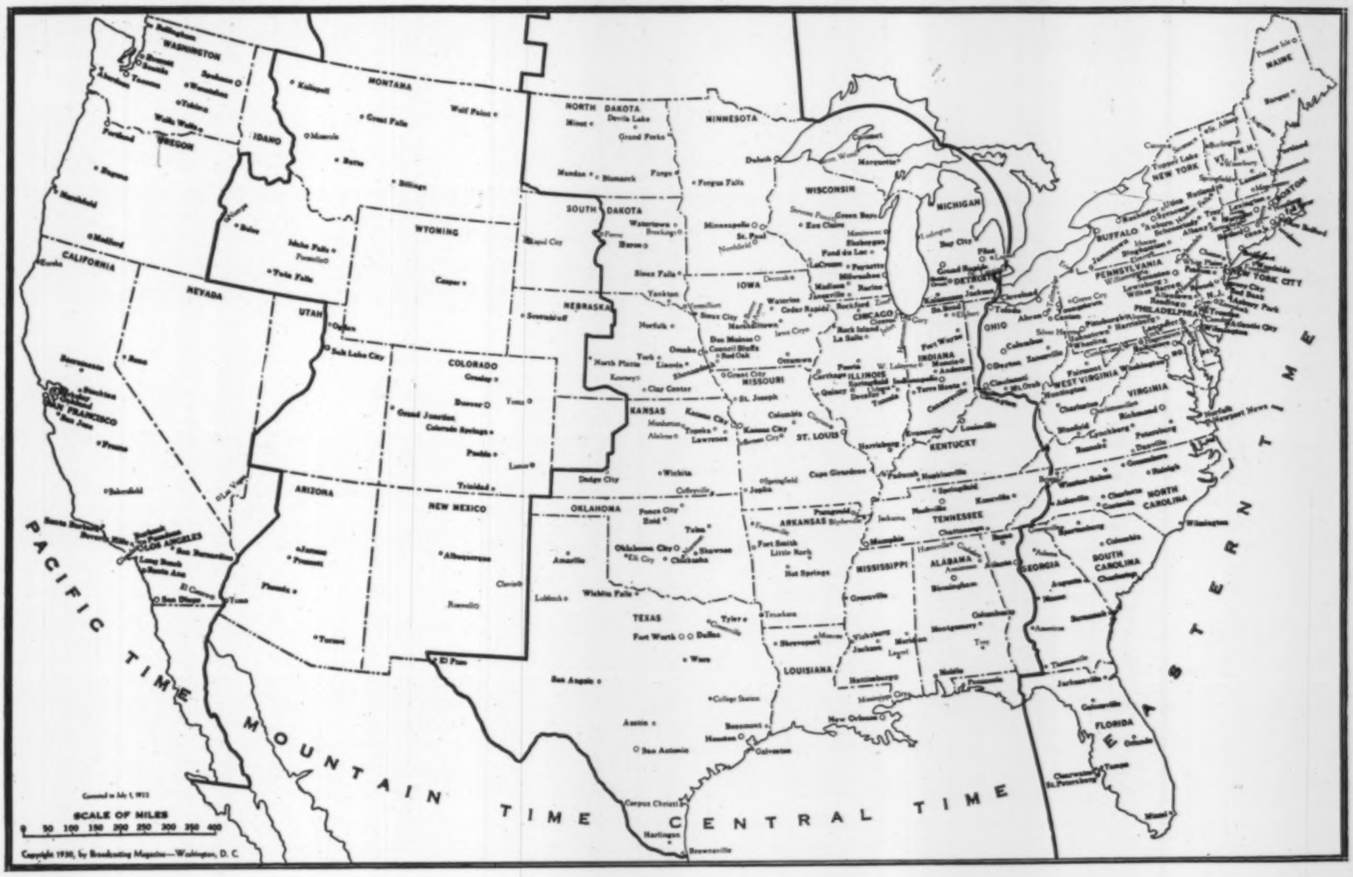
FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

RADIO OUTLINE MAPS


PACIFIC TIME
MOUNTAIN TIME
CENTRAL TIME
EASTERN TIME
WASHINGTON
OREGON
CALIFORNIA
NEVADA
IDAHO
MONTANA
WYOMING
UTAH
ARIZONA
COLORADO
NEW MEXICO
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MINNESOTA
IOWA
MISSOURI
ARKANSAS
LOUISIANA
WISCONSIN
ILLINOIS
MICHIGAN
INDIANA
OHIO
KENTUCKY
TENNESSEE
MISSISSIPPI
ALABAMA
GEORGIA
FLORIDA
SOUTH CAROLINA
NORTH CAROLINA
VIRGINIA
WEST VIRGINIA
PENNSYLVANIA
NEW YORK
MAINE
Corrected to July 1, 1933
SCALE OF MILES
0 50 100 150 200 250 300 350 400
Copyright 1930, by Broadcasting Magazine—Washington, D. C.

RESPONDING to an insistent demand from advertisers and agencies, BROADCASTING has published this revised Radio Outline Map, corrected to July 1, 1933, the copyright residing in Broadcasting Publications, Inc., Washington, D. C. The above is a reduced facsimile of the map as now available for distribution.

EVERY CAUTION was taken to bring this map to the specifications demanded. Every city in the United States having a radio station as of July 1, 1933, is shown. Time zones are indicated. The opposite side of the map carries a complete log of broadcasting stations, alphabetically by state, city and call letters, with wave lengths and powers also shown.

THE VALUE of this map, which is 17½ x 11¼ inches, is manifest, particularly in mapping out spot and network campaigns. The maps are printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies	$2.00	100 Copies	$5.00
50 Copies	$3.75	200 Copies	$9.00

Single Copies 10c

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

A New Radio Idea

Radio has its first Air Castle—not a mythical mental structure, but beautifully appointed quarters of spacious ballroom proportions where listeners may dance—where public appearance broadcasts may be staged—where national radio advertisers may hold dealer meetings — where visual broadcasting may have ample facilities to develop.

The WWVA Air Castle—a dream come true—a step ahead of the procession—proof of our faith in an industry which has just about discarded its swaddling clothes and is concrete evidence of our theory that radio is capable of doing things far beyond the limits set by other mediums of publicity.

With the introduction of the Air Castle, WWVA now occupies the entire tenth floor of the Hawley Building, representing 12,000 square feet of floor space. All of which speaks for a progressive spirit which is driving us ahead in leaps and bounds. October showed increases which would make even the "Blue Eagle" swell with pride—and such increases have their source in a job well done.

When you speak to the buyers of Eastern Ohio, Western Pennsylvania, and West Virginia, choose the district's most progressive radio station — WWVA. Write direct or consult our representatives.

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives
J. H. McGillvra, 2 West 45th St., New York City
Myron A. Reck, A-1808
175 West Jackson St.,
Chicago, Ill.

50 kw. Power Permits Given To Three Clear Wave Stations

WGN, WBZ and WHAM are First to Obtain Licenses Under Revised Regulation; Four Hearings Set

THREE new 50 kw. stations—WGN, WBZ and WHAM—will take the air shortly by virtue of decisions of the Radio Commission granting their applications for the maximum power. The decisions were reached Nov. 3 following formal hearings early last month.

Each of the stations heretofore has used 25 kw. It is presumed that the stations will go on the air with the maximum power promptly, since little new equipment is needed to step up a 25 kw. transmitter to 50 kw.

Favorable action on the applications followed the Commission's approval of a motion by Commissioner Lafount that the regulation restriction maximum power on half of the 40 clear channels be rescinded. This was done Sept. 8, and a half dozen applications for the maximum power were filed by clear channel stations.

Hearings Held Necessary

THE COMMISSION, as a matter of policy, has decided that hearings shall be held on all such applications prior to action. While approval is considered virtually automatic if a showing is made that no undue interference will result, hearings will be held to obtain technical information and to ascertain the financial responsibility of applicant stations.

Now pending for hearing are the applications of WMAQ, Chicago, WHAS, Louisville, KNX, Hollywood, and WBT, Charlotte, all operating on clear channels. WMAQ now uses 5 kw. and the latter three 25 kw.

By rescinding the regulation limiting the maximum power to half the channels, the Commission opened the way for all clear channel stations to acquire 50 kw. permits. Under the restrictive regulation, only four of the eight clear channels assigned to each zone were permitted to use 50 kw., while the other four channels were limited to a maximum of 25 kw. This regulation had been in force practically since the 1928 reallocation, under which the 40 clear channels were set aside for use of "high-power" stations.

At present there are 22 stations on the air with 50 kw., several of which share time. A few others, strictly speaking, are not on clear channels since they share their channels during evening hours with other stations.

Crowell Publishing Co. Service Goes on WEEI

JEAN ABBEY SERVICE, radio merchandising unit of the Crowell Publishing Company for advertisers in WOMAN'S HOME COMPANION, will join the ranks of department store features on WEEI, Boston, Dec. 18, and run throughout 1934. This service offers free broadcasting with department store tie-ins as bait for manufacturers of feminine apparel and household products. It consists of a 15-minute shopping talk every Monday at 9:30 a. m., featuring the values in a different leading Boston department store each week. Miss Marcia Ray will continue as the shopping announcer.

REMOVAL of the transmitter and studio of WRNA, Florence, Ala. (formerly WMED), to Muscle Shoals City, Ala., has been authorized by the Radio Commission, to be completed by Feb. 1, 1934.

75% of Big Advertisers With $1,000,000 Funds Use One or More Chains

OF THE 40 national advertisers who spent more than $1,000,000 each during 1932, 29 are utilizing radio networks as one of their media at the present time, and another will be within a short time.

Several of these biggest advertisers used networks of both CBS and NBC, with the result that 16 appear on the lists of the Red network, 15 on the Blue and 15 on CBS. Seven of them used CBS exclusively, six used the Red exclusively, and five used the Blue exclusively.

Of the eight advertisers who used both a CBS and an NBC network, four used CBS with both NBC chains. Following is a breakdown of the use of networks by these 40 advertisers:

NETWORKS USED IN 1933

	CBS	*Red*	*Blue*
General Motors	X	X	
American Tobacco		X	
Liggett & Myers	X		
Drug, Inc.	X	X	X
General Foods	X	X	X
Standard Brands		X	X
Procter & Gamble	X		
Chrysler Motors	X		
Colgate			X
Kellogg	X		X
Lambert Pharmacal			X
General Electric		X	
Pepsodent		X	X
R. J. Reynolds			
Lever Bros.			
A. T. & T.			
Campbell Soup			
Swift & Co.	X	X	X
Goodyear Rubber			
Ford Motor Co.			
Texas Co.		X	
Vacuum Oil (Socony Vacuum) Standard Oil of N. Y.	X	X	
H. J. Heinz			
Kotex			
Gillette Safety Razor			
Quaker Oats			X
General Mills	X	X	X
Lamont Corliss & Co.		X	X
Wander Co.			X
Metropolitan Life		X	
Firestone		X	
National Biscuit Co.			X
Wrigley, Wm. Jr. Co.	X		
Philco	X		
Squibbs		X	
Jergens	X		X
Coca-Cola			
Borden Co.		X	X
Studebaker	X		
Cudahy Packing			
Total	15	16	15

Outline Simplifies Media Presentation

Uniform Blanks Are Classified In Five General Types

A PROPOSED new form of media presentation to agencies and advertisers, designed to give all types of advertising media an opportunity to present their stories on a uniform basis, is announced by the Knight-Counihan Co., San Francisco publishing house. The form was developed by Walter S. Reilly of San Francisco, and publication rights are exclusively in the hands of the San Francisco concern.

Five Classifications

THE NEW FORM is a four-paged outline, with spaces provided for filling in the facts in each case. It has been produced in five varieties: general periodicals, newspapers, farm periodicals, business publications, radio broadcast. Each provides for the listing, on a strictly comparable basis, of data covering the essentials.

For example, the radio broadcast form covers: location of community and main studio; size and characteristics of trading and/or listening areas; standards of living within primary listing area; industrial, agricultural and/or natural resources; importance and number of sales outlets in primary listening area; background, stability and prestige of station; transmitter equipment and/or facilities; studio equipment and/or program production facilities; cooperation furnished to advertisers; advertising —quantity; rates—closing dates—other regulations.

Easy to Fill In

THE SIMPLICITY of the form is indicated by the fact that a stenographer of ordinary ability can type in a medium's complete presentation in less than an hour. The analysis has been planned, however, so that mimeographing is feasible and convenient to apply. For the several classes of media, differently colored papers have been provided. The form is planned for revision on a semi-annual basis. An addenda sheet is provided, on which special charts or other overflow data may be submitted.

Mr. Reilly, a publishers' representative, developed "Advertising Medium Analysis" originally for his own purposes, but has decided to offer it for sale after receiving requests from various sources. As a partner in the firm of Simpson-Reilly, he maintains offices in the Russ Building.

Urges New Station

GRANTING of the application of Leo J. Omelian, of Erie, Pa., for a new 100-watt station to operate unlimited time on 1420 kc., taking over the facilities of the former WERE, deleted earlier this year, was recommended to the Radio Commission Oct. 16 by Examiner Hill. The applicant had purchased the equipment of WERE and the Commission several months ago granted him a construction permit for the new station without a hearing. Upon protest by WLBW, Erie, however, the case was designated for hearing.

Tugwell Measure Assailed as Racket

Drug Journal Call Bill Answer To Racketeer's Prayer

A STINGING attack upon the Tugwell bill as the "answer to a racketeer's prayer" and as a measure which opens "a great new field to the underworld," is published by the SOUTHEASTERN DRUG JOURNAL in its current issue.

"What great joy," the periodical states editorially, "Prof. Tugwell has brought to the hearts of the racketeers who will see, in his new proposed Food and Drug bill, an answer to the question they have been asking themselves: What shall we do now that prohibition is ended and the government is turning on too much heat for kidnaping to be worth while?

"The new bill opens a great new field to the underworld and establishes a bootlegging business that far surpasses the fortunes made through the illicit sale of liquor in violation to the prohibition law. A veritable bonanza shimmers in the coming days if Congress adopts this new food and drug bill—a bonanza for the unscrupulous."

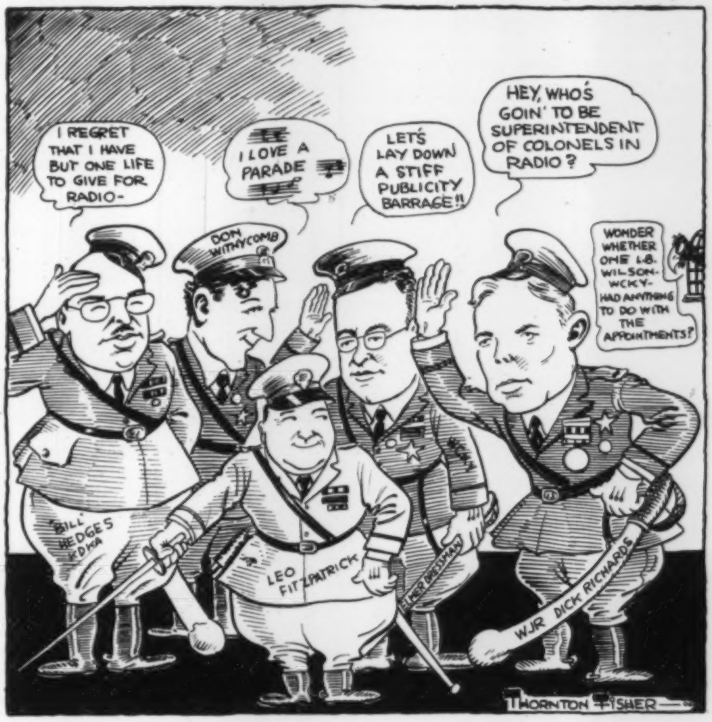
Calls Bill "Inane"

THE PUBLICATION calls the proposed legislation "inane" and holds there is no need for it. It would be ruin to business in the packaged medicine and cosmetic fields, and many wholesalers and retailers would be forced out of business, it is claimed. The editorial continues:

"With business restrictions as binding and murderous to legitimate business as are obtained in the proposed bill, and reducing interstate business to a mere trickle, intrastate sales by those who could substitute any spurious remedies they might concoct, not to mention the imitation of nationally advertised products of quality manufacturers, it is apparent that the drug product bootlegger would be a far greater menace than the liquor bootlegger of the halcyon days when the 18th amendment flourished best. * * *

"Needless to point out, loss in revenue to the great army of the Fourth Estate — the publishers stands to be tremendous under the reaction coming from the Tugwell bill. Manufacturers curtailing their advertising, in many instances abandoning it altogether, advertising agencies suffering from lack of business and a chance to prepare advertising copy with any degree of selling power—and consequently having to throw thousands out of work, just as would the manufacturers and wholesalers. All these would add to the army of the unemployed and make conditions far worse—reacting in the exact opposite of President Roosevelt's recovery program and nullifying any gains made by the government in putting men back to work. The bill would authorize the Secretary of Agriculture to expect publishers, radio broadcasters, and advertising agencies "if he sees fit" and if they furnish the names of persons responsible for the advertising—but it is optional with the Secretary whether or not the information is requested —so these people might be prosecuted under the provisions of the bill! * * *"

Grand Order of the Kilocycle: Kentucky Variety


I REGRET THAT I HAVE BUT ONE LIFE TO GIVE FOR RADIO-
I LOVE A PARADE
LET'S LAY DOWN A STIFF PUBLICITY BARRAGE!!
HEY, WHO'S GOIN' TO BE SUPERINTENDENT OF COLONELS IN RADIO?
WONDER WHETHER ONE L.B. WILSON-WCKY-HAD ANYTHING TO DO WITH THE APPOINTMENTS?
DON WITHYCOMB
BILL HEDGES KDKA
LEO FITZPATRICK
ELMER DRESSMAN
WCKY
WJR DICK RICHARDS
THORNTON FISHER

NEWS NOTE: Gov. Ruby Laffoon of Kentucky, on Oct. 22 commissioned four notables in radio as Colonels on his staff, bringing to five the total of Kentucky Colonels in radio. The pioneer of the group is Elmer Dressman, publicity and continuity chief of WCKY. The newest "officers" are G. A. (Dick) Richards, president of WJR and WGAR; Leo J. Fitzpatrick, manager of WJR; William S. Hdeges, manager of KDKA, and Don Withycomb, NBC station relations head. Appointed Colonels too—but by Governor Blackwood of South Carolina—on Nov. 9 were Herbert L. Pettey, Radio Commission secretary, and Edward A. Nicholas, sales vice president of RCA Victor Co.

C. M. Jansky Heads IRE, Three Directors Named

Mr. Jansky

C. M. JANSKY, Jr., Washington consulting engineer, was elected 1934 president of the Institute of Radio Engineers in the fall mail balloting completed Nov. 10. He succeeds L. M. Hull. Elected honorary vice president was Balth Van der Pol, of Holland. Directors elected for three-year terms are John V. L. Hogan, New York consulting engineer and inventor; William Wilson, Bell Laboratories, and Arthur Batchellor, Radio Commission supervisor at New York.

Cantor's Return Delayed

COMPLETION of Eddie Cantor's picture "Roman Scandals" having been delayed, the comedian's return to the Chase and Sanborn program on NBC has been postponed to Sunday, Nov. 19. Jimmie Durante and Ruth Etting were held over for an extra week to fill his place on the Nov. 12 program. Cantor's first New York broadcast of the season will be from the Radio City studios, instead of the Times Square studio from which he formerly played.

"SHORTEST PROGRAM"

Carries One News Flash or Fact —Plus Sponsor's Name—

WHAT is said to be the "shortest program in the world" is sponsored over KSD, St. Louis, by an optician who wished to stress his first name and address inasmuch as two competitors also have his surname. Under title of "Do you know?", the program merely carries a startling fact, paradox, or late news flash, followed by the announcement that Albert Aloe, optician, does excellent work at 805 Locust street. The program was designed by Louis E. Westheimer & Company for the sponsor.

NBC Mobile Station

NBC's new mobile transmitter made its debut during ceremonies marking the opening of the network's studios in Radio City the middle of this month. Mounted in a specially built automobile, 22 feet long, the short wave transmitter has 150 watts power and a range of 110 miles. It was devised by George Milne, NBC engineer.

The automobile is capable of a speed of 65 miles an hour. It has a trap door over the announcer's seat so that when desirable the announcer may stand with his head above the car to witness events. On the dashboard in front of the announcer is a desk which may hold a microphone or a portable typewriter.

Canadian Press Donates News to Commission Net

THOUGH there has been considerable criticism of the activities of the Canadian Radio Broadcasting Commission in Canadian newspapers, the terms of the Canadian Press news arrangement with the Commission, just disclosed, show that the Dominion's big press association is entirely willing to cooperate with the Commission in its broadcast endeavors.

The agreement first drawn up between the Commission and the Canadian Press called for the payment of $6,000 annually to the press association for the privilege of broadcasting its news bulletins over the Commission's stations and network. The board of directors of the Canadian Press approved the contract in principle, but fixed the sum at $1. It asked only that the principle of its property rights in news be recognized, calling the question of payment only incidental.

One of the directors of the Canadian Press is quoted as having said: "We decided we would take no payment from the Commission because, in the public interest, we are as anxious as the Commission to cooperate in the supply of reliable news for the people of Canada."

* * *

THERE are now four official five-minute newscasts over the stations of the Canadian Commission each evening. The first is scheduled for 6.30 p. m. EST, originating in Halifax, Montreal, and Toronto. The second is at 8.25, EST, originating at Winnipeg, the third at Vancouver at 8.55, EST, and the last carrying a trans-Canada chain starts at 10.30, EST, from Toronto. The newscasts are prepared by the Canadian Press, and with the exception of news items originating at local newspaper offices, are the only news items allowed on the air in the Dominion.

Set Survey Vetoed

PRELIMINARY plans for a possible nation-wide count of radio receiving sets, to supplement the 1930 census, were discussed at the NAB board meeting in Washington Nov. 9, but with unfavorable action by that body for financial reasons. While certain government departments, including the Radio Commission, were said to be interested in such a survey, the board felt that the expenditure of approximately $4,000 which would be entailed was not justified at this time.

Corrects WBBM Time

TO CORRECT an error in its announcement in connection with the termination of the WGN affiliation with CBS, the Chicago office of the network issued a statement Nov. 1 pointing out that WBBM, now its exclusive Chicago outlet, operates only until 10 p. m. CST. The original announcement, published in the Nov. 1 issue of BROADCASTING, stated that WBBM operated full time. The announcement, CBS now states, should have said that WBBM will use a "full commercial CBS schedule."

ACTIONS OF THE
FEDERAL RADIO COMMISSION

OCTOBER 31 TO NOVEMBER 13 INCLUSIVE

Applications . . .

NOVEMBER 1

KUOA, Fayetteville, Ark.—Modification of license to change hours of operation from D to LS to 7 a.m. to 6:30 p.m.

WJBW, New Orleans—Modification of license to change hours of operation from shares equally with WBBX to unlimited time facilities of WBBX, New Orleans.

WBHS, Huntsville, Ala.—Consent to voluntary assignment of license to Virgil V. Evans.

NEW, Ark-La-Tex Radio Corp., Tuscaloosa, Ala.—CP to use 1290 kcs., 100 kw., limited hours (facilities WAML, Laurel, Miss.), amended re proposed transmitter location, equipment and to request 250 w.

WENC, Americus, Ga.—CP to move transmitter, exact location to be determined near Albany, Ga., and to move studio to Washington and Broad Sts., Albany, and make changes in equipment.

WBOW, Terre Haute, Ind.—CP to make changes in equipment, change frequency and increase power from 1310 kcs., 100 w., to 1360 kcs., 1 kw. (facilities WGES, Chicago); amended additional information re equipment.

Applications returned: NEW, Central Presbyterian Church, Anniston, Ala.—CP to use 580 kcs., 7½ w., unlimited hours; NEW, Midwestern Broadcasting Assn., St. Joseph, Mo.—CP to use 1500 kcs., 100 w., unlimited time (facilities KGIZ, Springfield, Mo.).

NOVEMBER 2

WSAI, Cincinnati—Extension for 90 days of special authorization to use 1 kw. night, 2½ kw. to LS using directional antenna, experimentally.

WJR, Detroit—CP to move transmitter from Pontiac, Sylvan Lake Village, Mich., 31 miles south.

WPFB, Hattiesburg, Miss.—Consent to involuntary assignment of license from W. E., F. E. & P. L. Barclift d/b as Hattiesburg Broadcasting Co. to O. P. Eure.

NEW, Henry Clay Allison, Fort Worth, Tex.—CP to use 1370 kcs., 100 w. night, 250 w. to LS, Share KFJZ equally (facilities KFJZ, Fort Worth); resubmitted and amended to request 100 w. day and night.

WGST, Atlanta, Ga.—CP to make changes in equipment and increase D power from 500 w. to 1 kw. to LS, 250 w. night.

WSPA, Spartanburg, S. C.—CP to move transmitter locally, make changes in equipment, change frequency, power and hours from 1420 kcs., 100 w. night, 250 w. to LS unlimited time to 920 kcs., 2½ kw., D hours.

KMBC, Kansas City, Mo.—License to cover CP authorizing move of transmitter to Kansas City, Kans., granted 9-27-32.

WTMJ, Milwaukee—Authority to determine operating power by direct measurement of antenna.

KDFN, Casper, Wyo.—License to cover CP granted 8-25-33 to move transmitter and studio locally and make changes in equipment.

Applications returned: WOL, Washington, D. C.—License to cover CP granted 8-22-33 for new equipment; NEW, Portsmouth Broadcasting Co., Portsmouth, O.—CP to use 1370 kcs., 100 w. night, 250 w. to LS, unlimited time (facilities WHBD, Mt. Orab, O.).

NOVEMBER 4

WQDM, St. Albans, Vt.—License to cover CP granted 9-1-33 to make changes in equipment.

WORC, Worcester, Mass.—Extension of special experimental authorization to 3-1-34 to operate on 1280 kcs., 500 w. power, using directional antenna.

NEW, Mason Dixon Radio Group, Inc., York, Pa.—CP to use 1310 kcs., 100 w. share with WRAW, Reading, Pa.; requests facilities WGAL, Lancaster, Pa.

WGAL, Lancaster, Pa.—Modification of license to change frequency and hours of operation from 1310 kcs., share with WRAW to 1500 kcs., unlimited time; requests frequency to be vacated by WPEN, Philadelphia.

WODX, Mobile, Ala.—Consent to involuntary assignment of license from Mobile Broadcasting Corp. to Frank M. King, receiver.

KVOA, Tucson, Ariz.—Modification of license to change hours of operation from specified hours to unlimited; requests facilities in quota units from KGAR, Tucson, Ariz.

Applications returned: NEW, Boston Herald-Traveler Corp., Boston—CP to use 1500 kcs., 100 w. night, 250 w. to LS, unlimited time; WKBC, Birmingham, Ala.—CP to make changes in equipment; H. C. and Walter Grubben, Dickens, Tex.—CP to use 620 kcs., 25 w. unlimited time.

NOVEMBER 8

NEW, S. George Webb, Newport, R. I.—CP to use 1320 kcs., 250 w., unlimited time; amended to request 1390 kcs.

WOR, Newark, N. J.—Modification of CP granted 11-17-31 for 50 kw. station to extend dates of commencement and completion to 1-16-34 and 6-16-34.

NEW, Virgil V. Evans, Rock Hill, S. C.—CP to use 1370 kcs., 100 w. (facilities of WBHS, Huntsville, Ala.).

WQAM, Miami, Fla.—CP to move main transmitter locally; also CP to move auxiliary transmitter locally.

KFEQ, St. Joseph, Mo.—Special experimental authorization to operate from 5 p.m. to 7 p.m. during November and December.

KGIZ, Springfield, Mo.—Modification of CP granted 6-30-33 to extend date completion to 1-1-34.

Applications returned: WNBW, Carbondale, Pa.—Modification of CP granted 8-18-32 requesting move of transmitter and studio, change equipment and extend commencement and completion dates; NEW, Pecan Valley Broadcasting Co., Brownwood, Tex., CP to use 1420 kcs., 100 w. (unlimited facilities of WDAH, El Paso, Tex.); KOL, Seattle—CP to move transmitter locally, new equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. to LS.

NOVEMBER 9

WFIW, Hopkinsville, Ky.—Modification of CP granted 6-16-33 (move station to Louisville) for approval of exact location, Brown Hotel, 4th and Broadway, Louisville, Ky., and extension of commencement and completion dates.

NEW, Joseph G. Mayer and Clarence R. Cummins, Erie, Pa.—CP to use 1420 kcs., 100 w., unlimited time (facilities formerly assigned WERE, Erie, Pa.).

KFOR, Lincoln, Neb.—Modification of CP granted 6-30-33 (changes in equipment) requesting authority to move transmitter locally.

Decisions . . .

OCTOBER 31

WQBC, Vicksburg, Miss.—Granted extension of special authorization to operate 500 w. unlimited time, to May 1.

WKRC, Cincinnati—Granted 60-day extension within which to complete construction and submit field intensity measurements and data.

KFAC, Los Angeles—Granted extension of special experimental authorization to operate unlimited time pending decision on application for unlimited time.

WMAS, Springfield, Mass.—Granted modification of CP to change type of equipment, extend commencement date 30 days and completion date to March 1.

WCNW, Brooklyn, N. Y.—Granted modification of CP to extend completion date to Dec. 1.

KWEA, Shreveport, La.—Granted license covering installation of new equipment; 1210 kc., 100 watts, unlimited time; also granted consent to voluntary assignment of license to International Broadcasting Corp.

WORC, Worcester, Mass.—Granted modification of special experimental authorization to change type of equipment.

WPTF, Raleigh, N. C.—Granted authorization to operate simultaneously with KPO 7:45 to 8 p.m. during December.

KGKB, Tyler, Tex.—Granted special temporary authorization to operate from 3 to 5 p. m. CST, Nov. 3, 11, 17, 24 and 30.

KGGF, Coffeyville, Kans.—Granted special temporary authorization to operate special hours during November, December, January and March, provided WNAD remains silent.

WNAD, Norman, Okla.—Granted special temporary authorization to special hours November through March, provided KGGF remains silent.

Set for hearing: WQBC, Vicksburg, Miss.—Modification of license to change hours of operation from daytime only to specified hours; WJJD, Mooseheart, Ill.—Authorization to operate until 8:30 p.m. with 5 kw. power after sunset at Denver; KRMD, Shreveport, La.—Modification of license to change hours of operation from specified to unlimited (half of facilities of KWEA).

W2XBS, New York, and W9XAP and W3XAK, Chicago—Granted renewal of expanding visual broadcasting licenses; freq. 2750-2850 kc., 5 kw.

W8XAN, Jackson, Mich.—Granted renewal of expanding visual broadcasting license; 2000-2100, 42000-56000 and 60000-86000 kc., 100 w.

W2XR, Long Island City, N. Y.—Granted 90-day authorization to continue operation in present frequency band, 1600-1700 kc., for expanding and comparative transmissions.

WBAX, Wilkes-Barre, Pa.—CP to make changes in equipment, heretofore granted, was cancelled and retired to closed files at request of applicant.

NOVEMBER 3

KOA, Denver—Granted modification of CP extending completion date to May 17.

WMCA, New York—Granted modification of license to use former main transmitter of WPCH as auxiliary at same location as main transmitter, i.e., College Point, Causeway, Flushing, N. Y.

WBRC, Birmingham, Ala.—Granted consent to involuntary assignment of license from Birmingham Broadcasting Co., Inc., to Frank M. King, receiver.

WPFB, Hattiesburg, Miss.—Granted consent to involuntary assignment of license from Hattiesburg Broadcasting Co. to Otis Perry Eure.

KSTP, St. Paul, Minn.—Granted permission to carry on synchronization experiments with WJSV, Alexandria, Va.

WBBX, New Orleans—Granted extension of special authorization remain silent to Nov. 15.

WCOC, Meridian, Miss.—Granted authority to reduce unlimited hours of operation to specified.

Set for hearing: NEW, M. L. Myers, Mansfield, O.—CP for new station, 1310 kc., 50 w. day, specified hours (facilities of WHBD); NEW, J. H. Squires and A. E. Cullum, Jr., Dallas, Tex.—CP for new station, 1200 kc., 100 w., daytime (facilities of KFYO).

Oral arguments will be heard by the Commission en banc, on Dec. 6, in re Examiner's Report No. 507, in which KSEI, Pocatello, Idaho, asks for modification of CP and license, and KFPY, Spokane, Wash., asks for modification of license.

NEW, Jos. S. Crawford and L. E. Ore, Erie, Pa. (Ex. Rep. 518)—Denied as in cases of default application for CP for new station, sustaining Examiner Walker.

The following cases, heretofore set for hearing, were dismissed at request of applicants: WEXL, Royal Oak, Mich.—CP, 1310 kc., 100 w., unlimited time; KFEQ, St. Joseph, Mo.—Modification of license 680 kc., 2½ kw.; WBBX, New Orleans—Denied request for reconsideration of Commission's action of Oct. 20, which denied authority to use temporarily the transmitter of WJBO; WBBX, New Orleans—Denied authority to change licensee from Samuel D. Reeks to Coleseum Place Baptist Church temporarily, pending action on involuntary assignment of license due to cancellation of lease formerly held by Reeks.

NOVEMBER 7

WHET, Troy, Ala.—Granted CP to move station from Troy to Dothan, Ala.; studio in Houston Hotel; transmitter, southeast Alabama fair grounds, and change frequency from 1210 to 1370 kc.

KRE, Berkeley, Cal.—Granted modification of license to change specified hours.

WNAD, Norman, Okla.—Granted special temporary authorization to operate from 8 to 10:30 p.m., Feb. 19, CST, provided KGGF remains silent.

WNRA, Florence, Ala.—Granted authorization to operate unlimited time during period of program test and pending resumption of operation by WAMC.

Set for hearing: WSBT, South Bend, Ind.—Renewal of license application.

Oral argument in re Examiner's Report No. 488 (Portland, Maine, Publishing Co., etc.), scheduled for Nov. 8, was continued to Dec. 6.

WPFB, Hattiesburg, Miss.—Granted extension of emergency authorization dated Oct. 18 to operate pending action on application for consent to involuntary assignment of license.

NOVEMBER 10

KGIZ, Springfield, Mo.—Granted modification of CP for extension of completion date from 10-31-33 to 1-31-34.

Set for Hearing: KWWG, Brownsville, Tex.—Consent to voluntary assignment of license to Port Arthur College.

WTAS, Worcester, Mass., and WOBU, Inc., Charleston, W. Va. (Ex. Rep. 489)—Worcester Telegram Publishing Co. and WOBU, Inc., granted special temporary authority to operate WTAG and WOBU, 500 w. during day and night hours, sustaining in part former Chief Examiner Yost.

WIP, Philadelphia (Ex. Rep. 497)—Denied application for modification of license to increase power from 500 w. to 1 kw. for fear of objectionable interference, sustaining Examiner Hill.

WFI, Philadelphia (Ex. Rep. 497)—Denied application for modification of license to increase power from 500 w. to 1 kw. "as objectionable interference would likely result," sustaining Examiner Hill.

WLIT, Philadelphia, Pa. (Ex. Rep. 497)—Denied application for modification of license to increase power from 500 w. to 1 kw. as no such need for increased power has been shown, sustaining Examiner Hill.

WHDH, Boston, Mass. (Ex. Rep. 502)—Denied application for modification of license so as to permit unlimited operation on its present frequency 830 kc. a clear channel allocated to the fifth zone, sustaining Examiner Hill.

WGCP, Newark, N. J.—Reconsidered and granted application for increase in power from 250 w. to 1 kw. night and 2½ kw. day.

WFIW, Hopkinsville, Ky.—Granted modification CP to move its transmitter and studio from Hopkinsville, Ky., to Louisville, with the commencement date to be Dec. 10 and completion date not later than March 10, 1934.

Examiners' Reports . . .

NEW, Joseph S. Crawford and L. E. Ore, Erie, Pa.—Examiner Walker recommended (Report 518; Docket 2158) that application for CP on 1420 kc., 100 w., unlimited time, be denied as in default because applicant failed to appear at hearing.

KGIZ, Grant City, Mo.—Examiner Hill recommended (Report 519; Dockets 2130 and 2139) that the Commission affirm its grant of consent to the voluntary assignment of license from Grant City Park Corp. to KGBX, Inc.

WCAO, Baltimore; WICC, Bridgeport, Conn.; WCAC, Storrs, Conn.—Examiner Walker recommended (Report 520; Dockets 2029, 2053, and 2100) that WCAO be granted 500 w. D. but denied equal power at night, that WICC be denied power increase, and that WCAC be denied increase in power, but be permitted to change name of licensee to "The Connecticut State College."

KWKC, Kansas City, Mo.—Examiner Hill recommended (Report 521; Docket 2126) that application for increase in hours of operation from specified to unlimited be denied.

NEW, Hamilton, O.—Examiner Hill (Report 522, docket 1937 and 1958) recommended denial of application of W. L. Slade, for new station on 1420 kc., 100 w., U., and renewal of license of WHBD, Mt. Orab, O., on 1370 kc., 100 w., U., which facilities were applied for in terms of quota value.

Broadcasters Gain By N. Y. Elections

WOR Heads List, Taking in $30,000; WMCA is Second

RADIO broadcasters were interested in the recent New York mayoralty fight to an extent unprecedented in purely local contests for two distinct reasons. The first was the nation-wide attention attracted by the spectacle of Fusion and Recovery attempting to slay the dragon Tammany, which gave all radio the assurance of an enormous audience on the night of Nov. 7 for the announcement of the results.

The second reason was that the bitterness of the three-cornered fight caused the rival candidates to spend more money for radio campaign addresses than they would have in a normal year and much more than any two candidates in any circumstances.

All three parties tended to use the non-network local stations in preference to the key stations of NBC and CBS.

Topping the list in point of money received was WOR, with a gross intake of approximately $30,000 for 58 broadcasts. Detailed figures on the exact proportions spent by individual parties were not available, but it was stated that the ratio between the Democrats (O'Brien), Fusion (La Guardia) and Recovery (McKee) was 5—4—4.

WMCA's receipts were $13,750, with the Democratic party paying for one hour, Recovery for 11 hours, and Fusion for 13 hours.

Gross campaign expenditures by the three parties with NBC's New York stations amounted to $7,500, while CBS reported that $10,000 was spent by the three parties on WABC, exclusive of a special hookup for the Democratic State Committee of six New York State stations.

Ivory Soap Tests

PROCTOR & GAMBLE Co., Cincinnati, is conducting a test campaign for its guest Ivory Soap on WTAG, Worcester, Mass., and WDRC, Hartford, Conn. Capt. Tim Healy, Australian World War spy and soldier of fortune, conducts a stamp collectors' period twice weekly on each station, appearing personally. Program features free stamps and a free stamp album as premiums. It is scheduled to conclude its tests Dec. 7, after which the Blackman Agency, New York, will announce whether a wider spot or a network campaign will be undertaken.

Nash Motors Series

NASH MOTORS Co., Kenosha, Wis., is spotting one-minute transcription announcements, describing its new automobile, in approximately forty markets. The schedule is divided into two series, the first of which started Nov. 7 and the second to start Jan. 8. Among the stations on the list are: KDKA, WTAM, WHAS, KSL, WBZ, WBZA, KPRC, WDAF, KPO, WOAI, WSB, WMAQ, KYW, WFAA and WTMJ. Account handled by Frederick & Mitchell, Chicago, and SHB.

ELECTION
RETURNS WILL BE ANNOUNCED HERE ELECTION NIGHT
VOTE YES
WOR
BUILDING PERMIT
WOR
INFORMATION
HEADQUARTERS
WOR
INFORMATION
HEADQUARTERS

PLEBISCITE ON WOR—The electorate of Carteret, N. J., voted 5 to 1 in favor of locating WOR's transmitter there after opposition had been raised and the town council refused to take responsibility. Here is shown "election headquarters" established by WOR at Carteret. Left to right are David Casem, field representative acting for President Alfred J. McCosker; John R. Poppele, WOR chief engineer, and Charles Singer, transmission engineer.

APPROVAL OF WOR'S proposal to erect a new 50,000 watt transmitter in the town of Carteret, N. J., was voted by the people of the town Nov. 7, largely due to active participation in the political campaign by representatives of WOR.

Entry into the campaign in this way was probably unprecedented, but it was felt to be justified by the delays that had taken place in consummating arrangements for locating WOR's new 50 kw. transmitter. Last April the station requested the Common Council of Carteret to issue a permit for the location of its recently authorized 50 kw. transmitter there. Decision was withheld pending an investigation of the possible interference with local receivers by so-called "blanketing."

Recalls WABC Fight

THE ENTIRE situation showed marked resemblance to that which arose when WABC was seeking to construct its 50 kw. transmitter in New Jersey, eventually locating it in Wayne Township, Passaic County. To profit by WABC's troubles, Alfred J. McCosker, president of Bamberger Broadcasting, had J. R. Poppele, chief engineer, arrange a demonstration for the Carteret councilmen immediately under the aerial of WABC, to prove that reception of other stations was an easy matter, even there. Despite the success of the demonstration, no decision was reached by the council all summer, successive postponements being voted at each meeting, until finally the council refused to shoulder the responsibility of making the decision, and submitted the question to a referendum.

Poppele opened local headquarters for the campaign of educating the Carteret citizens in radio-mindedness, and was assisted by David Casem, field representative of the station. Page advertisements were used in the local newspapers, street corner speeches with and without benefit of public address systems were made, and appeals to the different linguistic groups in the cosmopolitan town were made in the various tongues of the different nations of origin.

Nov. 7 gave the answer—a landslide vote in favor of the station's locating there, the "ayes" numbering 1,898, and the "noes" only 470—almost five to one. Defeat of two members of the council who were running for re-election, by young college men who had made an issue out of the WOR campaign, was attributed to the anger of the voters at having the "buck passed" to them by the council.

PLAYING pro football with the brooklyn Dodgers on Sundays, Benny Friedman, former University of Michigan All-America, has been engaged by WINS, New York, as co-announcer with Ford Frick.

NBC in New Home

(*Continued from page 10*)

appreciation of your patronage. I hope you will always feel that the sponsors who use the air are partners in the great enterprise of broadcasting—partners without whose recognition of the value of radio broadcasting we could not have built up this great art in the last seven years." Mr. Aylesworth also read the letter of congratulation from President Roosevelt.

Included in the continuity of John B. Kennedy, who announced the program, was a tribute to the 250,000 stockholders of RCA, and the close relationship between the parent company and the subsidiary was emphasized in many instances—in marked contrast with the previous policy in regard to this. It is noteworthy also that after the multiple two-way telephone conversation across the Atlantic between General Harbord, Mr. Young and Sir John Reith, and David Sarnoff, it was Mr. Sarnoff who formally opened the studios, with the letters "RCA."

The talent appearing on the program comprised the Schola Cantorum, under Hugh Ross; the NBC Symphony Orchestra under Frank Black, Walter Damrosch and Nat Shilkret; Jane Cowl; Jessica Dragonette; Frank Munn; the Revelers and Virginia Rea; John McCormack; Amos 'n' Andy; Maria Jeritza; Will Rogers; Rudy Vallee, with Paul Whiteman conducting.

After the program, the guests inspected the 28 new studios and the various mechanical wonders associated with them, such as the air-cooling and conditioning plant and the master control room.

PORTABLE
CATHODE-RAY OSCILLOGRAPH

THIS IS A new cathode-ray oscillograph contained in one compact assembly, ready for operation from the 115-volt, 60-cycle mains. It has a 3-inch screen of willemite and a 1000-volt electron beam. Ideal for waveform studies on broadcast transmitters.

PRICE $90 COMPLETE

Write for Bulletin EX-3306-B which describes the oscillograph in detail. Address

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

Titan Appoints

TITAN PRODUCTION Co., San Francisco, announces the appointment of Associated Broadcasters, Kansas City, as Missouri Valley representatives; Universal Productions, Chicago, as midwest representatives, and Associated Exporters, New York, as eastern and export representatives. Studio personnel has been increased with the return of Howard Way, production manager, from New York; J. H. Cosgrove, formerly with Outdoor Advertising, special representative; Robert L. Weil, production manager; Thomas Ashwell, author and director, and Walter Patterson, in charge of sales promotion.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Broadcast Technician—Licensed with seven years experience including operating, drafting, construction, installation. C.R.E.I. graduate. Associate member I.R.E. Age 26. Box 134, BROADCASTING.

Ambitious, level headed, willing, intelligent, and well-educated young man who knows broadcast merchandising, wants constructive rather than entertaining position with station or agency. Best references. Box 136, BROADCASTING.

Broadcast Equipment

Going to ask the Commission for a change of frequency? Let us furnish new crystals. Jenkins & Adair, Inc., 3333 Belmont Ave., Chicago.

For Sale—Transmitter 1,000-watt crystal control 100% modulation with power supply for 25 cycles. Also double thirty-three and seventy-eight r.p.m. Doolittle and Falknor synchronous turntables for 25 cycles. W-I-N-D, Gary, Indiana.

For Sale

2—200' Heavy Duty Millikan Steel Antenna Towers with Vertical and Horizontal Cage Antennas.
1—400-volt Exide Storage Battery.
1—Westinghouse Filament Filter Reactor, 50 amp.

Address Box 133, BROADCASTING

Approval Expected For WMCA Lease

Commission Advises Al Smith Setup Should be Changed

THAT THE Radio Commission does not intend to take action to dissolve the lease of program and commercial rights of WMCA, New York, by Donald Flamm, licensee, to the Federal Broadcasting Corp. was indicated in a letter to the latter Nov. 3 from the Commission.

Addressed to Alfred E. Smith, as chairman of the board of Federal, the letter stated that the Commission regulations require that full control over programs and apparatus must be exercised by the actual licensee of the station, who also should have full executive control over employment, management and operation of the station.

Gov. Smith was informed that if, in the final analysis, the contract which had been entered into by Federal with Mr. Flamm's Knickerbocker Broadcasting Co., does not comply with these requirements, it is in conflict with the Commission's regulations.

Because the Commission did not interpret the contract, it is presumed that it leaves the way open for its amendment to conform with the regulations. The letter, approved by the Commission after a study by its legal division, and bearing the signature of Chairman Sykes, was sent after several weeks consideration of the matter.

Under the contract as originally drafted, Mr. Flamm agreed to lease the program and commercial time of WMCA to a group of socially prominent and wealthy New York men, headed by Jack T. Adams, for five years at a minimum annual figure of $155,000, plus certain annuities. Mr. Flamm was to remain licensee and control the technical operation of the station.

AUTHORITY to increase their night power from 250 to 500 watts on a temporary experimental basis was granted WTAG, Worcester, Mass., and WOBU, Charleston, W. Va., by the Radio Commission Nov. 10.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearney Sts., N. E.
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

RADIO ROUND TABLE

Cleveland College Sponsors Discussions Over WHK

"AROUND the Faculty Table" is the title of a new educational feature sponsored by WHK, Cleveland, by Cleveland College every Saturday from 7:30 to 8 p. m. The program introduces a novel idea in educational broadcasts, designed to hold listener interest and get away from orthodox lectures.

Participants in the informal round table discussions will vary from week to week as will the topics. The series was planned by Mrs. Grazella P. Shepherd, radio director at Cleveland College.

Selections by a mixed chorus open and conclude each program.

Radio Revenues Gain

(*Continued from page 6*)

tion is relatively unchanged since the publication of the last report. There have been further business recessions from the peak of last July. Since Sept. 30 the New York Times Index of Business Activity declined from 78.4 to 76.6 as of Oct. 28. The Index was 79.8 on Sept. 9. The Combined Price Index of the Department of Labor dropped from 71.1 on Sept. 30 to 70.4 as of the end of October. During the same period, the Food Price Index declined from 64.9 to 63.4, while farm products dropped from 58.0 to 54.2. Car loadings moved contrary to the usual seasonal upswing, declining from 69.0 to 67.8 as of Oct. 21.

"There was a marked decline in automobile production during the month, the Index standing at 33.1 on Oct. 28 as against 57.5 at the end of September. Steel ingot production declined from 50.0 to 40.8 during the same period. There has been a general improvement in retail trade during the month, though figures are not as yet available from which to judge the full effect of this movement.

"In spite of the recessions noted above, all of the business indices tend to be appreciably above those of the same period of 1932.

"Probably the best explanation of the present situation is to be found in the following quotation from the October issue of the Federal Reserve Bulletin:

Reaction Since Spring

" 'FOR THE PAST two months there has been a reaction in industry from the exceptionally rapid expansion of activity during the spring and early summer months. Notwithstanding this reaction, business was in considerably larger volume in August and September than in March.

" 'At the time of the banking holiday industrial activity was close to the lowest level of the depression. Almost immediately after the reopening of the banks there was an increase in activity. The increase was accelerated by the prospects of increased costs and price advances as a result of processing taxes and code provisions and also by anticipation of inflation. In particular, industries making semifinished, storable goods were influenced by these prospects; some industries, notably textiles and shoes, advanced production rates in the early summer to the highest levels on record.

" 'The decline in industrial activity during the past two months has come, in large measure, in the industries in which expansion previously had been most rapid.'

"At the present time, two basic problems loom most important as determinants of future business recovery. The first of these is the necessity of materially increasing mass purchasing power and at the same time the seeming necessity of raising prices to levels which will enable the payment of dividends and interest upon the more reasonable pre-depression capital structures. The second problem is that of absorbing excessive plant capacity in the basic industries without having such absorption resulting in a too great drag upon reemployment. The reconciliation of these factors is the real task facing business and government at the present time."

YOU

should be reading your own copy of

BROADCASTING
Broadcast Advertising

Mail this Coupon today!

BROADCASTING,
870 Nat'l Press Bldg.,
Washington, D. C.

Send me BROADCASTING for one year. I will remit $3.00 on receipt of bill.

☐ $5.00 for Two Years or for Two One-Year Subscriptions.

☐ $10.00 for Five One-Year Subscriptions.

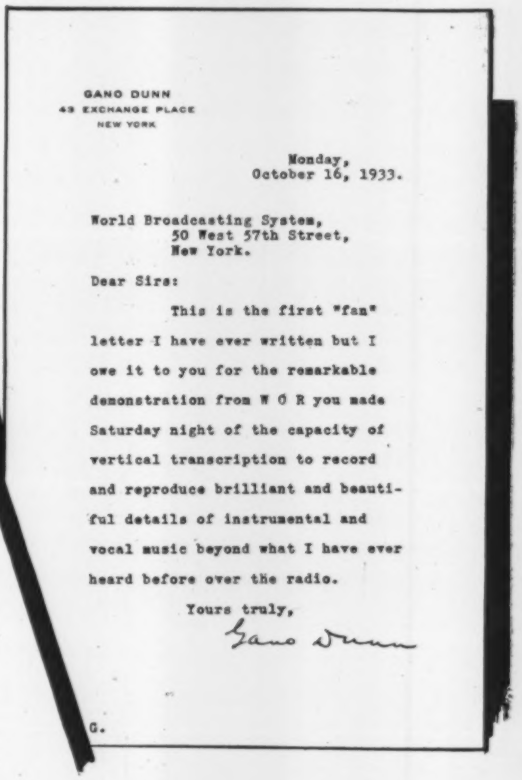
Name ....
Address ....
City ....
State ....
Firm Name ....

These letters are typical

of scores of letters which WORLD has received in praise of the new Wide Range Vertical recording

Mr. Dunn writes as one of the listening audience who tuned in on a program via the new Wide Range Vertical Recording broadcast over Station WOR on October 14th. The same program resulted in an unusual response from other listeners, equally enthusiastic.

Mr. Soule is the manager of radio station WFBL. His comment expresses the opinion of radio experts who have heard this latest method of broadcasting.



GANO DUNN
43 EXCHANGE PLACE
NEW YORK

Monday,
October 16, 1933.

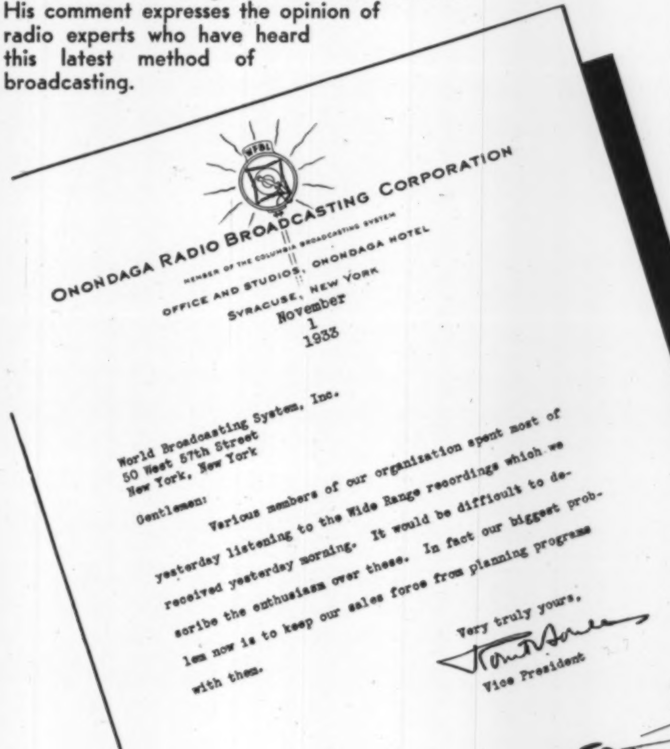
World Broadcasting System,
50 West 57th Street,
New York.

Dear Sirs:

This is the first "fan" letter I have ever written but I owe it to you for the remarkable demonstration from W O R you made Saturday night of the capacity of vertical transcription to record and reproduce brilliant and beautiful details of instrumental and vocal music beyond what I have ever heard before over the radio.

Yours truly,
Gano Dunn

G.



WFBL
ONONDAGA RADIO BROADCASTING CORPORATION
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM
OFFICE AND STUDIOS, ONONDAGA HOTEL
SYRACUSE, NEW YORK

November
1
1933

World Broadcasting System, Inc.
50 West 57th Street
New York, New York

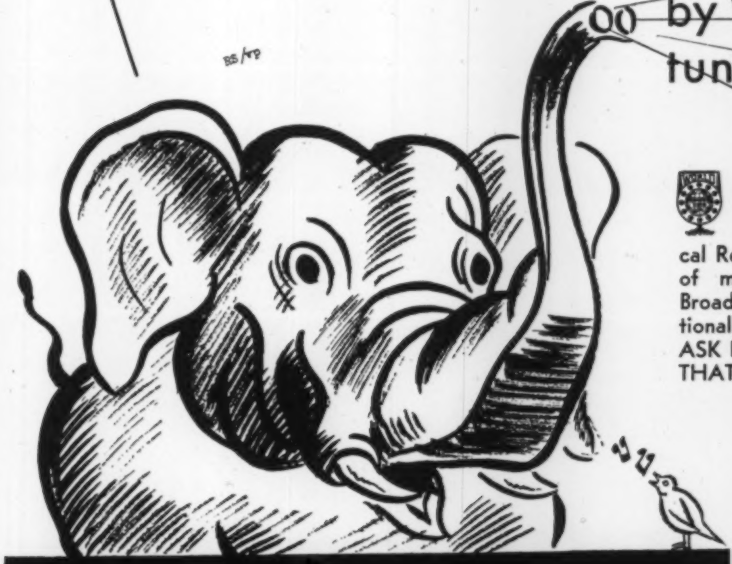
Gentlemen:

Various members of our organization spent most of yesterday listening to the Wide Range recordings which we received yesterday morning. It would be difficult to describe the enthusiasm over these. In fact our biggest problem now is to keep our sales force from planning programs with them.

Very truly yours,
Vice President

BS/vp

New Program Service by WORLD . . . Big Opportunities for increasing Station Income



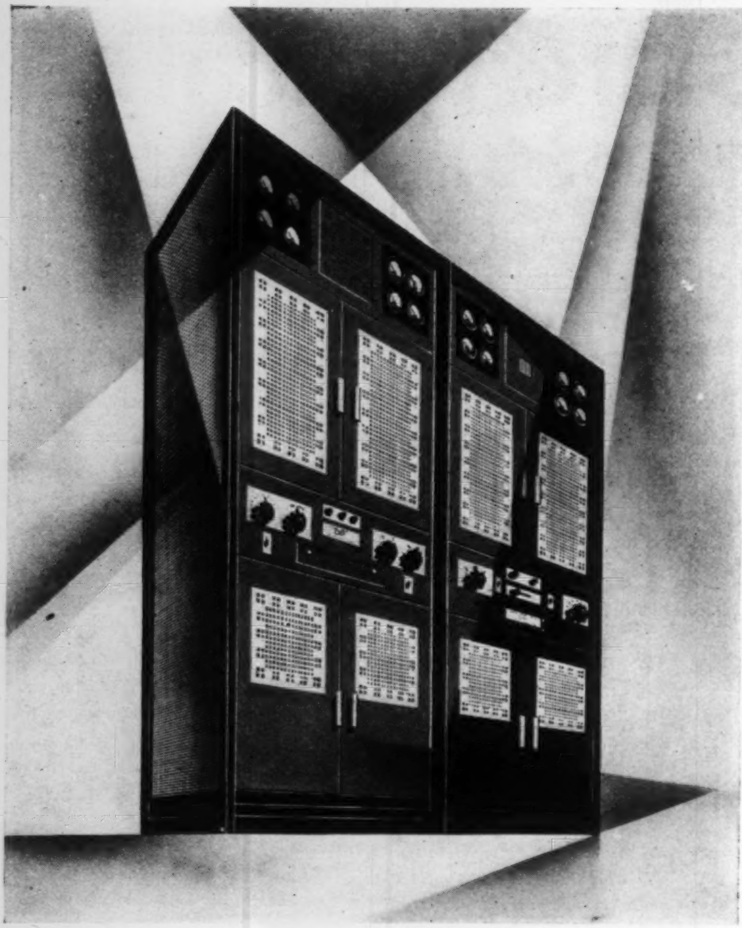
Wide range vertical recording

STATION MANAGER!—Write for the facts about the new WORLD PROGRAM SERVICE supplied daily using Wide Range Vertical Recording. Greatest radio talent. Every type of music. Popular up-to-the-minute hits from Broadway and Hollywood. Ideal for local and sectional sponsorship. The newest thing in radio . . . ASK FOR THE FACTS . . . NO OBLIGATION IN THAT.

WORLD
BROADCASTING SYSTEM
INC.
50 WEST 57TH STREET, NEW YORK, N. Y.

Offices and Recording Studios at
400 West Madison Street, Chicago, Illinois
1040 North Las Palmas Avenue, Hollywood, California

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee



The new RCA Victor Type "1-D" One-K.W. Transmitter—A modern and attractive Design

The MODERN RCA VICTOR ONE K. W. TRANSMITTER

TYPE "1D"

RADIO HEADQUARTERS takes pride in introducing this advanced-design one-k.w. broadcast transmitter, in anticipation of the great improvements being made in broadcast receiving sets, and the general trend towards extended audio frequency range of microphones and remote pickup telephone lines.

NOTE THESE OUTSTANDING FEATURES:

ECONOMICAL—EFFICIENT

Uses Efficient High Level Class B Modulation, Low Installation Cost. Lowest Operating Cost of Any Standard Transmitter, Air Cooled Radiotrons Only.

COMPLETELY EQUIPPED

Built-in Cathode Ray Modulation Indicator, High Fidelity Speaker, Dummy Antenna, Radio Harmonic Suppressors.

HIGHEST FIDELITY

Uniform Frequency Response, Minimum Audio Harmonic Content, Even at 100% Modulation.

SIMPLE TO INSTALL AND OPERATE

No Generators or Water Cooling Equipment, Entirely Self-Contained and AC Operated, Unitary Line Voltage Control, Complete Metering, Automatic Starting.

ADVANCED MECHANICAL DESIGN

Complete Shielding, Plug-in Crystal Units with Heater Chamber, Relay and Oscillator in Duplicate, Centralized Controls.

MODERN APPEARANCE

Designed According to Dynamic Symmetry, Finished in White Metal and Tones of Gray.

A De Luxe Transmitter at Low Initial Cost and Low Operating Cost

RCA VICTOR CO., INC.

CAMDEN, N. J., U.S.A.
"Radio Headquarters"

New York: 153 E. 24th St. Chicago: 111 N. Canal St. San Francisco, 235 Montgomery St.
Dallas: Santa Fe Bldg. Atlanta: 144 Walton St., N. W.
BRANCH OFFICES IN: Rio de Janeiro—Yokohama—Shanghai—Buenos Aires—Santiago (Chile)